

Guðrun Sjödén's Summer 2019

CREATIVE SUMMER

Inspired by Miró and Mallorca

Mallorca's warm climate, the island's rich history and its exciting gardens are all reflected in Guðrun Sjödén's new Summer Collection. Green fields, wild cacti and the Joan Miró Foundation inspired Guðrun Sjödén to create a cool summer collection. Its timeless designs are perfect for holidays, city shopping and lazy days in the garden. Natural summer styles fashioned from organic cotton, linen and lyocell.

"My travels have greatly influenced my creativity and my view of the world. I want to share this with my customers around the world. They should feel part of the experience. My trip to Mallorca sowed the seeds for the Summer Collection. So many artists have lived and worked here. It filled me with inspiration," says Guðrun Sjödén, CEO, owner and founder.

THE SUMMER PROMOTION AND COLLECTION WILL BE RELEASED TO GUÐRUN SJÖDÉN'S CUSTOMERS ON 2 APRIL 2019.

Guðrun Sjödén is one of Scandinavia's most successful and distinctive designers with worldwide sales. The company has customers in over 70 countries. The brand is retailed via catalogues, online and own-label stores in seven markets. The webshop accounts for almost 70% of the company's global sales.

JOAN MIRÓ'S GARDEN

Surrealistic paintings and bold colours. The Joan Miró Foundation and the museum about the artist inspired Guðrun to create the new summer styles. This was also one of the photoshoot locations.

NEW HOMEWARE ITEMS

Dress your table with herbs and beautiful linen. The new Home collection was inspired by pressed herbs and handicrafts.

WARDROBE COLOUR SPLASH

Our summer essentials wardrobe is bursting with fresh dashes of colour and crafted from natural fabrics. Pastels, amazing designs and gorgeous organics create a summer-ready essentials wardrobe.

GUÐRUN SJÖDÉN: FOUR DECADES OF COLOUR & DESIGN

Guðrun Sjödén opened her first store in Stockholm in 1976. The brand concept is still comfortable, colourful clothes crafted from natural fabrics and with a Nordic design. But so much has happened over the years. Guðrun Sjödén has long been committed to using more sustainable and eco-friendly materials. And the customer base continues to expand.

Today, the clothes are sold via the webshop and catalogues to customers in more than 70 markets, of which Germany, the UK and the USA are the fastest-growing. Over the years, Guðrun Sjödén has received many accolades as a designer and entrepreneur, including the King of Sweden's Litteris et Artibus Medal and ELLE Sweden's sustainability award, and has been the no. 1 Swedish fashion label export for several years.



FOR FURTHER INFORMATION, PLEASE CONTACT:

Company information Guðrun Sjödén:

Monica Ekervik Hedman +46 8 50 528 064 monica.hedman@gudrunsjoden.se

Guðrun Sjödén Design AB

Box 47633, Upplagsvägen 1, SE- 11794 Stockholm, Sweden

Tel: +46 850528080, www.gudrunsjoden.com

Guðrun Sjödén's Summer 2019



Simply green

