

LIVE LIFE IN *colour*

WITH PLAYFUL PRINTS AND ECO-FRIENDLY DESIGNS, GUDRUN SJÖDÉN'S BEAUTIFUL NEW SUMMER COLLECTION SHOWS THAT GOING GREEN REALLY IS THE NEW BLACK

"My basic belief is that the first step towards reducing negative environmental impact is not to use so much."

GUDRUN SJÖDÉN



Gudrun Sjöden's summer collection is proof that great fashion doesn't have to cost the earth. Dive into her colourful world and you'll discover flowing dresses, chic loose-fitting trousers and vivid swimwear that will see you breeze into the new season in style. And, best of all, each and every garment is designed to have a long life-span, so it's not only good for you, it's good for the planet, too.

As with all of Gudrun Sjöden's designs, every piece in this latest collection has been created with great care and attention to detail. The brand's distinctive Scandinavian style combines with hand-spun cotton from India, panels densely woven in gold and silver thread and elaborate hand-painted designs, resulting in clothes that look and feel as if they've been handcrafted by artisans.

Join the eco-movement

For this Scandinavian brand, sustainability is more than just a buzzword, it's a way of life – indeed, its whole production process is built around the concept. From Gudrun's initial watercolour sketches right through to the finished garments that are made to last for years, environmental awareness runs through every fibre of every collection.

Hard-wearing, natural and organic fabrics such as cotton, linen and lyocell are used, for instance, and the brand will only work with suppliers who share its sustainable ethos. With Gudrun Sjöden you really do get style and substance.

So, ready to explore the summer collection? You're sure to find a gorgeous piece (or two) that you'll treasure for years to come, and because the designs come with eco-friendly credentials, you can look forward to feeling as good about your purchase as you look in it!

Gudrun Sjöden

DISCOVER THE COLLECTION AT gudrunsjoden.com
OR VISIT THE BEAUTIFUL LONDON CONCEPT STORE AT
65-67 Monmouth Street, WC2H 9DG