



TROLLBEADS

THE ORIGINAL SINCE 1976

**2020**

**Backgrounder**

## **PRESS RELEASE**

### **TROLLBEADS: THE ORIGINAL BEAD-ON BRACELET CONCEPT**

Every story has a bead – and the story of the Trollbeads family jewellery business is no exception. What is now a global phenomenon began with a unique, six-faced silver bead, giving rise to the first and original bead-on-bracelet concept, launched in 1976. Since then, the Trollbeads collection has grown to include a wide range of jewellery and bead types, including the highly coveted glass beads. Then as now, each Trollbeads piece is designed to tell stories and provide new forms of personal discrete luxury.

The Trollbeads family business was founded in Denmark in 1976 by Lise Aagaard after her brother, silversmith Søren Nielsen, created the six-faced silver bead. In her own jewellery store in Copenhagen, Lise began putting Søren's beads on silver bracelets – one on each. One day a customer asked her to put an extra bead on a bracelet. The world-famous bead-on-bracelet concept and the Trollbeads company were born.

Today, the entire collection counts 600 different beautiful, magical, quirky, mystical and whimsical beads inspired by mythology, astrology, fairy tales, fauna, flora, cultural diversity, and, last but certainly not least, everyday life. From that first, fateful six-faced silver bead, the collection has evolved into an exquisite array of personalised jewellery that includes bracelets, necklaces, charms, beads, bangles, clasps and rings. Among the most coveted beads are the glass beads introduced by Lise Aagaard in 2001.

Trollbeads products are sold in more than 30 countries through the company's flagship stores and independent retailers, allowing women and even men all over the world to combine beads and create unique pieces of jewellery that express their personalities and stories.

#### **The original since 1976 – today a global movement of self-expression**

Behind Trollbeads' passion for the bead-on-bracelet concept lies a vision to help people collect memories and express their stories and essence. The vast choice of beads provides jewellery lovers the world over with a unique experience to physically capture their memories in meaningful objects – and express their personal styles.



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Trollbeads is rooted in the belief that “Every story has a bead”. A belief shared by the many women who have grown Trollbeads into a global movement of discrete luxury and self-expression.

A woman’s Trollbeads bead selection journey begins with a bracelet, bangle, necklace or ring, for which she then chooses beads that express her style and tell her story. The design is adorned with spacers and not least a clasp which is totally unique to Trollbeads and a piece of art in itself.

### **Quality and craftsmanship**

Trollbeads is born out of the renowned Danish design legacy of simplicity, functionality and quality. Trollbeads jewellery is crafted from the highest quality raw materials – including 18k gold, Sterling silver, Italian glass from Murano, freshwater pearls, amber, and precious gemstones – using both traditional and modern techniques. Each glass bead is handmade from red-hot glass in an open flame. Like the women or men who wear them, no two Trollbeads are ever alike. The family still designs the largest part of the collection. To ensure diversity and new contemporary bead designs and stories, a large number of external designers contribute to the collection. Today, the Trollbeads collection covers any need of collecting memories and expressing a female or even male personal style.

### **About Trollbeads**

Trollbeads, a Danish family-owned jewellery brand, was established in 1976 and invented the original bead-on-bracelet concept. At the core of the brand lies self-expression through 600 different beads in silver, gold and glass and gemstones. Trollbeads jewellery is available in more than 30 countries through the company’s own flagship stores, independent retailers, and online at [www.trollbeads.com](http://www.trollbeads.com).