

PRESS RELEASE

TROLLBEADS FATHER'S DAY 2020

Embargoed until January 24, 2020

Most of all you make me smile

Trollbeads releases a happy bead for all fathers out there

Sometimes he makes you laugh. Sometimes he gives you the best advice. Sometimes he makes you embarrassed... or angry. Always he makes you feel safe. And most of all he makes you smile.

Yes, we are talking about fathers. Again, it is time to thank fathers for their protection, love and playfulness. Therefore, for Father's Day, Trollbeads launches the bead for all the great fathers out there: Smiles. A happy bead in Sterling silver.



Within recent years, an increasing number of men have started wearing jewellery. This is one of the most trending fashion tendencies and men still crave even more jewellery. The tendency is for all types of men – from the classic man with a tie to the ones with a raw style. Make your father or husband join the trend and let him send out a statement of elegance and strength.

A happy gift

Smiles bead is designed by Trollbeads designer Søren Nielsen. The bead can be used on bracelets or necklaces from the Trollbeads collection. Try it on a leather bracelet. Maybe in a traditional black or brown – or maybe show more colours for a happy, yet masculine expression.



You can also let Smiles be accompanied by the bead Paternity, a bead featuring a father and his child playing. The time a child spends with his or her father is very important and bonds the two for life. The Paternity bead comes in 18 karat gold and Sterling silver or in Sterling silver only. And every story has a bead.

Trollbeads is the original, high quality bead-on-bracelet concept offering hundreds of beautiful beads – each a little work of art - so that every bracelet becomes entirely personal.

The collection is available in stores and online from **February 21, 2020**.

Prices:

Smiles Sterling silver bead	EUR 45,-
Leather bracelet with Smiles bead and lock	EUR 125,-
Paternity bead in silver and 18K gold	EUR 495,-



For further information, high resolution images etc. please contact:

[Insert distributor information]

FACTS:

Trollbeads started life in 1976 in a small jeweller's store in Copenhagen, Denmark, and is the original beads-on-bracelet brand.

Trollbeads is an exquisite set of interchangeable jewellery pieces. At the heart of the collection are the beads themselves. Each piece in the Trollbeads collection has its own little history, taking its inspiration from mythology, astrology, fairy tales, fauna, spirituality, cultural diversity, and last but certainly not least, in the familiar things of everyday living. Trollbeads products include beads on bracelets, necklaces, earrings, rings and accessories.

This diversity gives the customers the unique experience. They become the designer when they create their own personalized jewellery and they decide which story they want to tell. Women all over the world have discovered this original jewellery concept, which, while meeting demands for high quality, still satisfies individual tastes and preferences.

Trollbeads jewellery is made from the highest quality raw materials, including 18-karat gold, Sterling silver, Italian glass, freshwater pearls, amber and precious stones, and is created from a blend of traditional and modern techniques. In 2001, Trollbeads started to design glass beads, which quickly became very coveted beads. Trollbeads is world famous for the enchanting way it plays with glass. Each glass bead is individually handmade from red-hot glass in the open flame and no two Trollbeads are ever completely alike.

Trollbeads is a part of Danish Design legacy, which is known for its simplicity, functionality and quality. Design is what drives Trollbeads and it is the designers who create the collection; they use the highest quality material and craftsmanship. To this date, more than 60 designers have contributed to the Trollbeads collection. Trollbeads has won international artistic recognition and has been exhibited at Sculpture Objects & Functional Art in Chicago and New York.