

PRESS RELEASE

TROLLBEADS 2020

Embargoed until September 9, 2020

Heart Ripples Bracelet – a limited edition from Trollbeads

The best gift comes straight from the heart.

This year, the act of helping, caring and sharing has shown its values. Compassion is in. We now more than ever know that we must stand together. In the light of this feeling, Trollbeads now introduces a beautiful limited edition, the Heart Ripples Bracelet. The bracelet comes with the message that every act of kindness spread like ripples in the water.

The special bracelet for this season is a Sterling silver bracelet with new Sterling silver bead and lock and a stunning glass bead – all in the theme of ripples in the water. The glass bead on the bracelet is in a new design, very graceful and very complex in technique.



Trollbeads is the original, high quality bead-on-bracelet concept offering hundreds of beautiful beads – each bead is a little piece of art and tell a different story. Start your story with the new Heart Ripples Bracelet and continue your story with your favourites from the Trollbeads collection. Every story has a bead.

Exquisite craftsmanship

Trollbeads is world famous for the enchanting way it plays with glass. All glass beads are handmade in front of a red-hot, open flame. Trollbeads jewellery is made from the highest quality raw materials, including 18 karat gold, Sterling silver, Italian Murano glass, freshwater pearls, amber and precious stones.

The exquisite craftsmanship of Trollbeads' jewellery is only truly complete when you match the different beads that tell your stories in your own personal way. This is the true beauty of Trollbeads.

Heart Ripples Bracelet is available in stores and online from **October 2, 2020**.



Prices:

Heart Ripples Bracelet

EUR 109, -

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.