

PRESS RELEASE

TROLLBEADS INFINITE VIRTUES COLLECTION 2020

Embargoed until February 21, 2020

For the love of others...



A virtue is a good habit developed out of love for others – a behavior that shows a high standard in living. Doing what is right and avoiding what is wrong. Throughout history many thoughtful philosophers have identified and described a variety of attributes as virtues. Trollbeads now introduces a collection with a sterling silver knot for each of five virtues. The knots are unisex and can be styled to fit all types.

Trollbeads is the original, high quality bead-on-bracelet brand with hundreds of beautiful beads to pick and choose from – each a little work of art - so that every bracelet becomes entirely personal.

The 5 virtues

Sincerity Knot – It's a matter of balance. Believe in justice and be sincere. Here the knot is combined on a sterling silver bracelet with a Sapphire, a gemstone that brings peace, joy and wisdom.



Loyalty Knot – Be true and loyal, and let your inner compass guide you to the right decisions. Here the knot is combined on a black leather bracelet with an Onyx, a gemstone that sharpens your mind and imbues you with natural authority.



Courage Knot – To act and to show courage is to live life to the fullest. Here the knot is combined on a sterling silver bracelet with an Amazonite, the gemstone of courage. Some say that it is named after the female Amazonian warriors.



Humble Knot – Be humble and show politeness and respect to everybody. The knot is combined on a black and grey leather bracelet with a White Moonstone, the stone of mystery, and the stone of new beginnings.



Compassion Knot - Feel it in your heart and find compassion for others. Here the knot is combined on a sterling silver bangle with the gemstone Garnet. It is a gemstone of strong intense feelings and passion.

Exquisite craftsmanship

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.

The Infinite Virtues collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **March 20, 2020**.

Prices:

Infinite Virtues knot bead	EUR 45,-
Silver bracelet with knot and Sapphire	EUR 290,-
Silver bracelet with knot and Amazonite	EUR 200,-
Silver bangle with knot and Garnet	EUR 235,-
Leather bracelet with knot and Onyx	EUR 190,-
Leather bracelet with knot and Moonstone	EUR 170,-

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.