

PRESS RELEASE

TROLLBEADS DAY 2020

Embargoed until June 26, 2020

Trollbeads Day – It's time for a summer party

Trollbeads Day is a day celebrated in jewellery stores all over the world. A day where people celebrate and share their stories and their affection to Trollbeads.

Trollbeads started life in 1976 in a small jeweller's store in Copenhagen, Denmark, and is the original beads-on-bracelet brand. Since then, the Trollbeads collection has grown to include a wide range of jewellery. Then as now, each Trollbeads piece is designed to tell stories and to be combined into personalized discrete luxury.

On July 25, Trollbeads Day is celebrated in different ways in jewellery stores all over the world. Each party is special and unique – just like Trollbeads. To celebrate the day, a limited edition in wonderful colours is released. If life gives you limes, make margaritas.



Wonderful colours and a sublime technique

This year's limited edition is beads in delightful colours. The fresh and fruity Trollbeads Day 2020 Kit can be bought both as a kit and as individual beads. Each of the beads is engraved by hand with a stunning, highly detailed pattern, and all beads have the 2020 stamp.

The 6 different, handmade designs are:

Mint Mesh, Plum Tree, Lime Leaves, Blueberry Flower, Raspberry Bush and Honey Bee.

High complexity

Glass has not surprisingly been surrounded with an air of mysticism ever since it was invented thousands of years ago. There is something magical, even supernatural, about the transparent material that starts out soft and malleable at high temperatures and becomes harder than metal as the temperature falls. And

there is undeniably something enigmatic about the finish glass figure that is a massive form yet has a transparency that is almost fluid.

Trollbeads is world famous for the enchanting way it plays with glass. All glass beads are individually handmade in front of a red-hot, open flame.

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.

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 gemstones.

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 Trollbeads Day collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from Trollbeads Day, **July 25, 2020**.



Prices:

Trollbeads Day 2020 Kit	EUR 330,-
One bead from Trollbeads Day 2020 Kit	EUR 55,-
Raspberry Bush Bangle	EUR 225,-
Blueberries Copper Bangle	EUR 130,-
Mint Mesh Bracelet	EUR 180,-
Honey Bee Bangle	EUR 250,-
Plum Tree Bracelet	EUR 190,-
Lime Leaves Leather Bracelet	EUR 105,-

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.