

PRESS RELEASE

TROLLBEADS 2020

Embargoed until December 16, 2019

Love Stories

Romance is all around in the new collection Love Stories from Trollbeads.

"When I saw you, I fell in love, and you smiled because you knew." William Shakespeare

Love is all around. As days get longer, we feel it the most. Love. Fresh and renewed. It is in the sprouting branches and the blooming flowers. It is in the singing of the birds and the air we breathe.

People are made of stories. Some are defining, and some are just for fun. Love stories come from those experiences that are all about the one dearest to the heart.

Enter the season with an open mind and a warm heart and be ready for love stories to grow and renew.

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



Bracelet with beads as shown: € 835

Find a smile

The designers of the collection for sure have taken the Love Stories theme seriously.

Created in sterling silver, the stories come to life, and several beads come in matching designs with a pair of earring studs, a lock or the similar design in 18 K gold.



With the bead Joyful Flower and the matching earrings Joyful Flower Studs, you are encouraged to find a smile even in the tiniest of flowers. Also, ladybugs are entering the collection. A ladybug is believed to be an embodiment of Lady Luck, bringing good fortune and prosperity along with it, and an old saying states that if a ladybug crawls over an unwed woman's hand,

she will be married within a year.

Love is in the air with the First Dance pendant. A real showpiece that fits the Fantasy Necklace. A Fantasy Necklace is a chain fitted with a lovely pendant.

Perfect for a love themed collection, you will also find two new rings. Add a bead to the ring and use it to create new, bespoke looks – every day.



Necklace with beads as shown: € 255



Ring with Serpentine gemstone: € 130

Time of serenity

The Love Stories collection brings you 12 new glass beads sparkling in light pastel colours, unique in detail and beauty, and the light expression gives a crisp feeling of the time to come. The collection is crowned with a stunning bead with white roses.

White roses are a symbol of purity, innocence, sympathy and spirituality. Also known as the bridal rose, the white rose is a traditional wedding flower, and the colour represents unity, virtue, and the pureness of a new love.

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.



News from the crust of the earth

The Love Stories collection brings you two new gemstones, the delicate Feldspar Quartz Rock and the crispy coloured Serpentine. Use gemstones to spice up and add a luxury feel to your bracelet, bangle, necklace and earrings. Also try the new gemstones on the new rings. The look is fantastic.



Silver bangle with beads as shown: € 200

Copper bangle with beads as shown: € 200

Even more possibilities

The exquisite craftsmanship of Trollbeads' jewellery is only truly complete when you match the different components that tell your stories in your own personal way. Because your individuality, the way you live your life and the meaning you attach to each bead is the true beauty of Trollbeads.

The **Love Stories** collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **January 17, 2020**.

Prices:

Gemstone bead:	€ 65
Glass beads	€ 45 - 55
Silver beads	€ 35 - € 45
Pendant – First Dance	€ 65
Earrings – Joyful Flower Studs	€ 65
Fantasy Ring excl. bead	€ 65
Bracelet with beads as shown	€ 835
Fantasy necklace with beads as shown	€ 255
Ring with gemstone	€ 130
Silver bangle with beads as shown	€ 200
Copper bangle with beads as shown	€ 200

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.