

## PRESS RELEASE

TROLLBEADS BRACELET: EXHALE BRACELET

*Embargoed until April 16, 2021*

### Exhale Bracelet – a limited edition from Trollbeads

**Go with flowers and a fresh colour that provides confidence and lifts your spirit.**

Spring is upon us. After a tough period, the world is hopefully coming a bit closer to open and show optimism. In the light of this feeling, Trollbeads introduces a new, beautiful limited edition bracelet – ready for your spring and summer.



The bracelet is full of flowers and consists of a Sterling silver bracelet with new Sterling silver bead, new Sterling silver clasp and a delicate glass bead in green shades that evoke the first days of spring when nature's greens revive, restore and renew. Breathe in, breathe out, and know that the best is still to come.

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 Exhale 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 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.

Meet spring and summer with a bracelet in an uplifting feeling of optimism. Exhale Bracelet is available in stores and online from **May 14, 2021**.

### **Prices:**

Exhale 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.*