

PRESS RELEASE

TROLLBEADS MOTHER'S DAY 2021

Embargoed until March 19, 2021

Share your love with roses that last

On Mother's Day, spoil your mother with the beautiful new Compassion Rose



In 2021, Trollbeads celebrates all mothers with the stunning sterling silver rose. The rose is a symbol of love, gratitude and appreciation. Resting among its comforting petals lies the beauty of a freshwater rosa pearl.

A mother's love lasts a lifetime, and with Trollbeads' Mother's Day collection it is time to show her just how much you care.

Give her roses that will last forever with a bracelet adorned with the new, spectacular bead 'Compassion Rose' ... maybe on a customized bracelet together with a Rosa Pearl and a Rosa Quartz. Rosa Quartz is a gemstone for the heart. It protects and calms and is opening our hearts to the world.



Is your mother your rock to lean on? Then try to style a bracelet with the new, limited edition Natural Grey Quartz and the Maternity-bead, which shows a mother and her baby playing together and enjoying themselves. A simple and sweet ritual, sacred since the beginning of motherhood.

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

If you want to go all in on the rose theme, Trollbeads has plenty of stunning glass beads with highly detailed roses. 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. Every story has a bead.

The Mother's 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 **April 16, 2021**.



Prices:

Compassion Rose	EUR 55,-
Bracelet with Compassion Rose, Rosa Quartz, Pearl and clasp in silver with 18K gold	EUR 410,-
Bracelet with Compassion Rose, Maternity, Naturel Grey Quartz and silver clasp	EUR 285,-
Silver bangle with Compassion Rose and Maternity in silver with 18K gold baby	EUR 695,-

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.