

PRESS RELEASE

TROLLBEADS LIMITED EDITION: SHADES OF SPARKLE

Embargoed until July 9, 2021

Find diamonds at the end of the rainbow



Sometimes we all need a light feeling of luxury. It is time for happy shades, casting shimmer to your life and bracelet. Trollbeads now introduces limited edition Shades of Sparkle collection.

In the collection, zirconia sparkle from within six different glass beads, made in Murano glass. The glass beads are all in two matching colours, except for one ... this you will find in all colours of the rainbow.



Style the Shades of Sparkle Pacific with silver and gemstones on a golden bangle for an elegant expression or keep it simple with the Shades of Sparkle Lagoon on a twisted bangle. For a more casual look, go for the Shades of Sparkle Peach on a leather bracelet – this gives a crisp feeling of the sun rising over the horizon. Or maybe you just want to flash your Shades of Sparkle Rainbow on the ring of change.



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 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. This is the true beauty of Trollbeads.

The Shades of Sparkle Limited edition can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **August 6, 2021**.

Prices:

Shades of Sparkles glass bead	Each EUR 65,-
Gold-plated bangle with glass, silver and gemstone	EUR 465,-
Silver bangle with silver and glass bead	EUR 210,-
Leather bracelet with glass and silver bead	EUR 170,-
Ring of Change with glass bead	EUR 130,-

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.