

## **PRESS RELEASE**

TROLLBEADS 2021

*Embargoed until October 29, 2021*

### **Red Chalcedony with Hematite – a limited edition from Trollbeads**

**Get empowered for a good Black Friday hunt with new and strong gemstone bead from Trollbeads.**



*Red Chalcedony with Hematite*

Ready, steady, go! Black Friday is a day of getting all the good offers. To get empowered for a good hunt after Black Friday treats, Trollbeads is once again releasing a limited-edition bead. Trollbeads limited editions are rare or unique beads, which are only released in very small quantities.

For Black Friday this year, a beautiful and exciting gemstone bead is released. Red Chalcedony is a gemstone for confidence, and it eases when you are unsure whether to go into a fight or to give in gracefully. Also, this gemstone supports to manifest dreams.

Red Chalcedony with Hematite will be launched on Black Friday, November 26, 2021.

The bead will not be discounted by the company – but rest assure... there will be plenty of other goodies on their website and in stores.

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. Every story has a bead.

### **Exquisite craftsmanship**

Trollbeads jewellery is made from the highest quality raw materials, including 18 karat gold, Sterling silver, Italian Murano glass, freshwater pearls, amber, precious stones and porcelain. 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.

This special bead can be used on Trollbeads bracelets, bangles, necklaces and rings, and can be mixed and matched with existing and new jewellery.



### **Prices:**

Red Chalcedony with Hematite, limited edition gemstone bead  
Bangle with beads as shown

EUR 65, -  
EUR 210,-

**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, precious stones and porcelain, 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.*