

PRESS RELEASE

TROLLBEADS BRACELET: WOODLAND BRACELET

Embargoed until September 17, 2021

Woodland Bracelet – a limited edition from Trollbeads

Welcome the new season with an elegant and calm statement.

Silence suffuses the branches, promising peace and solitude to hearts and minds. In their highest boughs the world rustles, and their roots rest in infinity. Walking between old trees is almost meditative.

Days are getting shorter. Acorns are hidden in the piles and the fox is storing food in shallow holes. Take a stroll to find your own path. Look around and let scents infuse your mind. Remember that from little acorns mighty oaks grow.

In the light of this feeling, Trollbeads introduces a new, beautiful limited edition bracelet.



The bracelet consists of a Sterling silver bracelet with new Sterling silver bead, new Sterling silver lock and an elegant glass bead, all in the theme of the fascinating woodland.

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.

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.