

PRESS RELEASE

TROLLBEADS BRACELET: BEAUTY OF CHANGE BRACELET

Embargoed until February 25, 2022

Beauty of Change Bracelet – a limited edition from Trollbeads

"Change is the essence of life; be willing to surrender what you are for what you could become." -Reinhold Niebuhr.

Spring is soon upon us. In the light of this feeling, we introduce you to the new beautiful, limited edition Designer Bracelet – which remind us to pause and take a moment to see the beauty of changes in life unfold.



The bracelet shows butterflies and flowers on a Sterling silver bracelet with a new Sterling silver bead, new Sterling silver Clasp and a delicate glass bead – with the message of celebrating the beauty of change - both in seasons and in life.

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 Beauty of Change 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. Beauty of Change Bracelet is available in stores and online from **February 25, 2022**.

Prices:

Beauty of Change 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.