

## PRESS RELEASE

TROLLBEADS BRACELET: BRACELET OF POTENTIAL

*Embargoed until September 16, 2022*

### Bracelet of Potential – a limited edition from Trollbeads

*"The creation of a thousand forests is in one acorn."* - Ralph Waldo Emerson.

Take one small step, and another, and another. Eventually, you will get where you want to go. When you plant a seed for happiness, success, and love, it will come back to you in abundance. Sometimes all you need is a little patience. Think positive – and go for it.

This is the message in the new, magnificent, limited edition bracelet from Trollbeads.



The limited edition shows a Sterling silver bracelet with new Sterling silver bead, new Sterling silver clasp, both with elegantly designed acorns, and an intriguing and shimmering glass bead in the foliage colours of autumn.

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 Bracelet of Potential 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.*