

PRESS RELEASE

TROLLBEADS BRACELET: GROWING LOVE BRACELET

Embargoed until October 7, 2022

Growing Love Bracelet – a limited edition from Trollbeads

Enter the sweet season with a statement of love.

As we are headed towards shorter and colder days, we are reminded that also Christmas is coming closer.

A season of love and joy, with time to spend with family and your dearest. A season of love to be shared. A season of gifts to be given and received. This year, give a bracelet with meaning and stories. Or wish for it yourself! Trollbeads introduces a new, beautiful bracelet, right on time for a happy holiday.



The Growing Love Bracelet is a limited edition and the perfect gift for your loved ones. Together, the individual components share a sweet and heart-warming story. The decorative clasp includes playful hearts. Play together to stay together. The Love Cones remind us that even when we fall, we keep growing together. A faceted, handmade glass bead encourages to face the future with hope in your heart, and a spectacular tassel, the Stars of Tomorrow, symbolises a star for the past, a star for the present and a star for the future.

Trollbeads is the original, high quality bead-on-bracelet concept offering hundreds of beautiful beads – each bead is a little piece of art and tells a different story. Start your story with the new Growing Love 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 the new season with a elegant and calm statement. Growing Love Bracelet is available in stores and online from **November 4, 2022**.

Prices:

Growing Love Bracelet

EUR 149, -

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.