

## **PRESS RELEASE**

APRIL 2022

TROLLBEADS MOTHER'S DAY 2022

### **Give her happy flowers!**

**She is for joy. For fun. For comfort. And caring. She is the one who is always there. She is love and sunshine. Who? Our mother!**

Celebrations of mothers and motherhood can be traced back to the ancient history. All over the world, women are being celebrated on Mother's Day.

Mother is soft, caring and sweet, and at the same time she is the strongest and most powerful person in our lives. Let's celebrate her with joy and happiness. Let's celebrate her with Happy Flowers. And let her know that 'Every story has a bead'. Happy Flowers is a handmade, faceted limited edition glass bead in feminine colours.



### **She who plants a garden plants happiness**

Let Happy Flowers be accompanied by delicious, freshwater pearls, magnificent gemstones and floral beads from the Trollbeads collection. Create a personal bracelet, necklace or ring and let her shine on Mother's Day.

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 mother has a different story to tell. Find the most suitable bead for her on Mother's Day.

The collection is available in stores and online from **April 22, 2022**.



### **Exquisite craftsmanship**

Trollbeads is world famous for the enchanting way it plays with glass in its jewellery. 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 stones.

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.

The "Happy Flowers" handmade glass bead can be mixed and matched with existing and new jewellery - any way you and your mother like.



**Prices:**

<b>Silver bracelet with beads as shown</b>	<b>€ 225</b>
<b>Silver bangle with beads as shown</b>	<b>€ 200</b>
<b>Happy Flowers glass bead</b>	<b>€ 55</b>

**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.*