

PRESS RELEASE

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TROLLBEADS CELEBRATES QUEENS JUBILEES 2022

A tribute to two grand ladies!

As a tribute to two grand ladies, the world's longest reigning queens, Trollbeads now releases two limited edition, handmade glass beads.



In UK, Her Majesty Queen Elizabeth II will become the first British Monarch to celebrate a Platinum Jubilee after 70 years of service. This makes her the longest-reigning monarch in British history.

In Denmark, Her Majesty Queen Margrethe II is celebrating her Golden Jubilee after 50 years of service. Always elegant Queen Margrethe is now the second longest-serving monarch in Danish history.

Indulge in royalty and use the occasion to celebrate all the great women out there

The **Queen of Duty** bead is a loving tribute to Queen Elizabeth II. Celebrate the British monarch's 70-year unprecedented reign with a regal deep purple bead with a golden trace. Here, the jubilee bead is shown on a Sterling silver bracelet together with an amethyst.



The Queen has ruled for longer than any other Monarch in British history, becoming a much loved and respected figure across the globe. Her extraordinary reign has seen her travel more widely than any other monarch, undertaking many historic overseas visits. Known for her sense of duty and her devotion to a life of service, she has been an important figurehead for the UK and the Commonwealth during times of enormous social change.



The **Daisy Jubilee** bead is loving tribute to the Queen of Denmark. Celebrate 50 sweepingly beautiful, amazing years on the throne with a golden trace on deep red. Here, the jubilee bead is shown on a Sterling silver bracelet together with a Daisy bead in Sterling silver and 18K gold.

In Queen Margrethe's five decades at the helm of the throne, she has sidestepped scandal and helped to modernize the institution, making the Danish royal family one of the most popular in the world.

With sparkling blue eyes and a broad smile, she has been the face of an open and hard-working monarchy, and she has been very involved in Denmark's cultural scene as costume and set designer, painter and drawings. Her intellect and many talents make her a popular role model for Danes. Queen Margrethe is known for her lively side, and often she is answering reporters' questions with a playful grin.

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.

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 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 two new limited edition royal glass beads can be mixed and matched with existing and new jewellery - any way you like.

The collection is available in stores and online from **May 6, 2022**.

Prices:

Silver bracelet with Queen of Duty and amethyst € 200

Silver bracelet with Daisy Jubilee and Silver/18K gold bead € 630

Limited edition jubilee glass beads each € 45

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.