

PRESS RELEASE

TROLLBEADS DAY 2022

Trollbeads Day – It's time for finding your perfect Troll Agate

Trollbeads Day is a day celebrated in jewellery stores all over the world. A day where people celebrate and share their stories and their affection to Trollbeads.



Trollbeads started life in 1976 in a small jeweller's store in Copenhagen, Denmark, and is the original beads-on-bracelet brand. Since then, the Trollbeads collection has grown to include a wide range of jewellery. Then as now, each Trollbeads piece is designed to tell stories and to be combined into personalized discrete luxury.

On June 11, Trollbeads Day is celebrated in different ways in jewellery stores all over the world. Each party is special and unique – just like Trollbeads. To celebrate the day, a limited edition is released.



In 2022, you are going to the enchanted forest, looking for trolls and treasures. All around you can hear life. The scent of the forest infuses your mind, and animals roam the clearings to draw you into their magical world. You know you must find your own path. Look carefully on the forest floor. Remove old leaves, stones and flowers. Suddenly it is there, shimmering and gleaming in the light. You have found a greeting from the trolls. It is time to go for a hunt on the perfect troll stone – the Troll Agate.

Troll Agate

Uncover leaves and pebbles from the forest floor – you just might be lucky to find a treasure. When kissed by the sun, the stone catches light and starts to shimmer. Now you know, magic is about to begin.

Troll Agate is a limited edition, faceted glass bead, exclusively made for Trollbeads Day 2022, and it includes a 2022 stamp.



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. This is the true beauty of Trollbeads.

The Trollbeads Day collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from Trollbeads Day, **June 11, 2022**.



Prices:

Trollbeads Day 2022 Troll Agate bead	EUR 55,-
Copper bangle with TB Day bead	EUR 130,-
Leather bracelet with Moonstone and TB Day bead	EUR 125,-

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.