

PRESS RELEASE

TROLLBEADS 2022

Shimmering Love – a limited edition from Trollbeads

Empower your heart before a good Black Friday hunt with this new and beautiful, handmade glass bead from Trollbeads.



Shimmering Love

Ready, steady, go! Black Friday is a day of getting all the good offers. To get empowered for a good hunt after Black Friday treats, Trollbeads is once again releasing a limited-edition bead. Trollbeads limited editions are rare or unique beads, which are only released in very small quantities.

For Black Friday this year, an elegant glass bead with lots of hearts and shimmer is released. Shimmering Love is handmade in front of a red-hot, open flame. The bead sends a sweet message in difficult times: Love shines through everything. Give it as a heart-warming gift or buy it for yourself.

Shimmering Love will be launched on Black Friday, November 25, 2022.

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 story has a bead.

Exquisite craftsmanship

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. 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.

The new Shimmering Love limited edition bead can be used on Trollbeads bracelets, bangles, necklaces and rings, and can be mixed and matched with existing and new jewellery.



Prices:

Shimmering Love, limited edition glass bead	EUR 45,-
Sterling silver bangle with beads as shown	EUR 190,-

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, precious stones and porcelain, 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.