

## PRESS RELEASE

TROLLBEADS 2023

*Embargoed until April 21, 2023*

### Life is a miracle



A baby turtle hatches from the egg. Now his dangerous journey towards the ocean begins. Not everyone will make it. But those who do, always come back to the same beach where their life started. Here they will lay their own eggs. Such is the miracle and circle of life. The new season brings brave, serene, and wise turtles and irresistible mermaids.

Find time to savour happiness. Don't forget who you are ... and the world is yours.



We are made of stories. Some are defining and some are just for fun. Trollbeads is the original bead-on-bracelet brand with literally hundreds of beautiful beads to pick and choose from – each a little work of art - so that every bracelet becomes entirely personal.

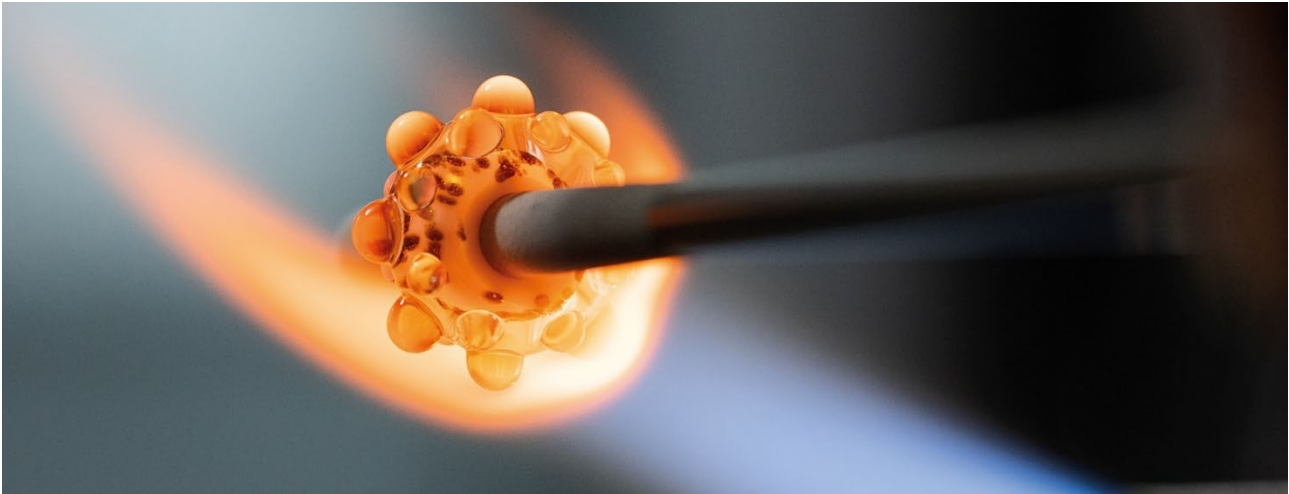


**What challenging situations are you facing?**

The turtle is the master of its own destiny and must seek its own happiness. Once it reaches the water, it starts growing and takes on its majestic form. With graceful strokes, these gentle giants glide through our oceans for decades and centuries. Some travel up to 15.000 km every year.



Carry with you the wisdom of the turtle. The sterling silver Long Life bead from the new collection includes a citrine quartz. This beautiful gemstone will shield you from negative thoughts and help you live with serenity.



### Exquisite craftsmanship

Every piece of Trollbeads jewellery is crafted in the highest quality and materials. A small piece of art with a precious story. Trollbeads is world famous for the enchanting way it plays with glass, and all glass beads are handmade in front of a red-hot, open flame.



The exquisite craftsmanship of Trollbeads' jewellery is only truly complete when you match the different components that tell your stories in your own personal way. Because your individuality, the way you live your life and the meaning you attach to each bead is the true beauty of Trollbeads.

The **new release** can be mixed and matched with existing and new jewellery - any way you like. Discover a unique gift for yourself or for someone you love. The new release is available in stores and online from **May 19, 2023**.

### Prices:

Silver bracelet with silver, glass & 18K gold beads as shown	€ 900
Silver bangle with beads as shown	€ 450
Long Life silver bead with citrine quartz	€ 75

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.*