

PRESS RELEASE

LIMITED EDITION BUTTERFLIES 2023

Prepare for change with stunning butterflies

A butterfly to help you prepare for change. Break out of your cocoon and unleash the wonders within you! Change can be big or small. Embrace it and trust your journey. Stay ready!



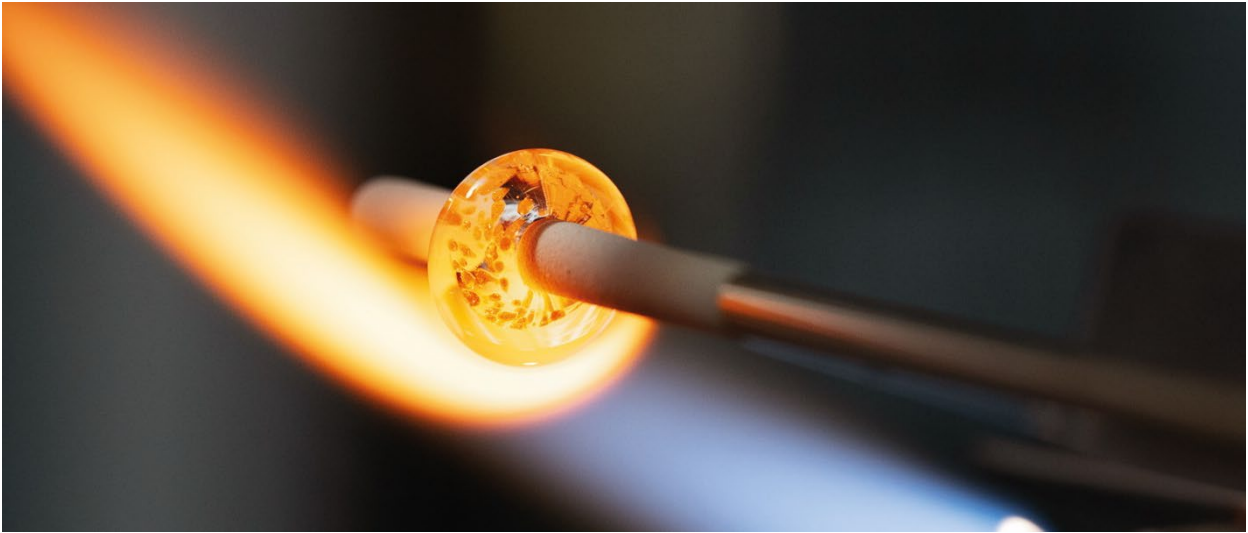
Every year, inspirational journeys are taken by the elegant butterflies. From caterpillar to butterfly, they travel through life with amazing elegance, always with a clear destination in mind.

And as they roam the earth travelling to distant lands they sprinkle a bit of magic – a reminder of the wonders of life.

A limited edition of four intriguing, artisan glass beads with butterflies is now released. The beads are handmade in artisan glass in a red-hot, open flame. When cooled down, the beads are mounted with a sterling silver core. The beads are designed by Trollbeads glass artisans Tenzin Phuntsok and Kalden Chopel.

These special beads have transparent colours on opaque glass. The details are extremely precise, and the complexity in making the bead is almost unbelievable.

There are four different colour combinations – each with its own name and inspiration. Wings of Energy will give you a boost to overcome your limits. Wings of Serenity will help you move forward with calmness. Wings of Passion will give you courage to follow your passion, and Wings of Success will help you focus on your goals.



Exquisite craftsmanship

Trollbeads is world famous for the enchanting way it plays with glass. All artisan 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 artisan 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 new, limited butterfly edition can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **July 7, 2023**.



Prices:

Ltd. Edt. glass bead, per bead	EUR 45,-
Silver bracelet with beads as shown	EUR 235,-
Silver bangle with beads as shown	EUR 460,-

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, artisan glass, freshwater pearls, amber and precious stones, and is created from a blend of traditional and modern techniques. In 2001, Trollbeads started to design artisan glass beads, which quickly became very coveted beads. Trollbeads is world famous for the enchanting way it plays with glass. Each artisan 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.