

## **PRESS RELEASE**

TROLLBEADS DAY 2023

### **Trollbeads Day – Keep reflecting. It makes you shine.**

**Reflections are insights into the soul. They light up your life. Reflections bring clarity and a brighter view. Transparency allows us to grow. Together they form a powerful path to self-reflection and understanding the world around you. To illuminate your yesterday, today and tomorrow. For the pure of heart.**

**Keep reflecting. It makes you shine.**



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 17, Trollbeads Day is celebrated in different ways in jewellery stores all over the world. The purpose of Trollbeads Day is globally to celebrate all consumers, who embrace Trollbeads every day, as a part of their personality and life story. Each party is special and unique – just like Trollbeads. As a special treat this day, a limited edition of six intriguing, artisan glass beads is released.

There are 6 different colour combinations, and the beads are exclusively made for Trollbeads Day 2023.

The beads play with the light and reflections in a new way. These beads are the first with all patterns in transparent colours. The bead is catching the light, and when the patterns are seen from different angles, the casting of light and patterns change.



### Exquisite craftsmanship

The Trollbeads Day limited edition beads are faceted glass beads. Each bead is handmade in artisan glass in a red-hot, open flame. When cooled down, the bead is hand faceted with 126 facets. Finally, it is mounted with a sterling silver core which includes a 2023 stamp. The bead is designed by designer and founder of Trollbeads, Lise Aagaard.

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 Trollbeads Day limited edition 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 17, 2023**.



### Prices:

Trollbeads Day 2023 glass bead, per bead	EUR 55,-
Silver bangle with beads as shown	EUR 350,-
18 K gold necklace with beads as shown	EUR 1905,-

**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.*