

## PRESS RELEASE

PEOPLE'S UNIQUES EVENT 2023

*Embargoed until September 22, 2023*

### **Creativity must rule and beauty is always in focus**

Trollbeads loves to play with their collectors, and again in 2023 collectors have been voting for the most coveted Uniques beads through a fun and engaging event. The event has resulted in a beautiful, limited edition.



The Uniques is a heart-warming story that involves a joint venture between Trollbeads and artisans around the world. The story started more than ten years ago in Dharamsala, India, and the concept was originated out of a vision of infusing commerce, hope and new life into communities that would not otherwise have had the opportunity.

When Trollbeads first received the beads from the workshop, they decided that creativity should rule. The beads got their own name and place in the collection: Uniques. The artisans were excited to be able to let their culture be reflected in their work. The Uniques beads are all unique art pieces, and every bead is individually handmade in front of a red-hot, open flame.

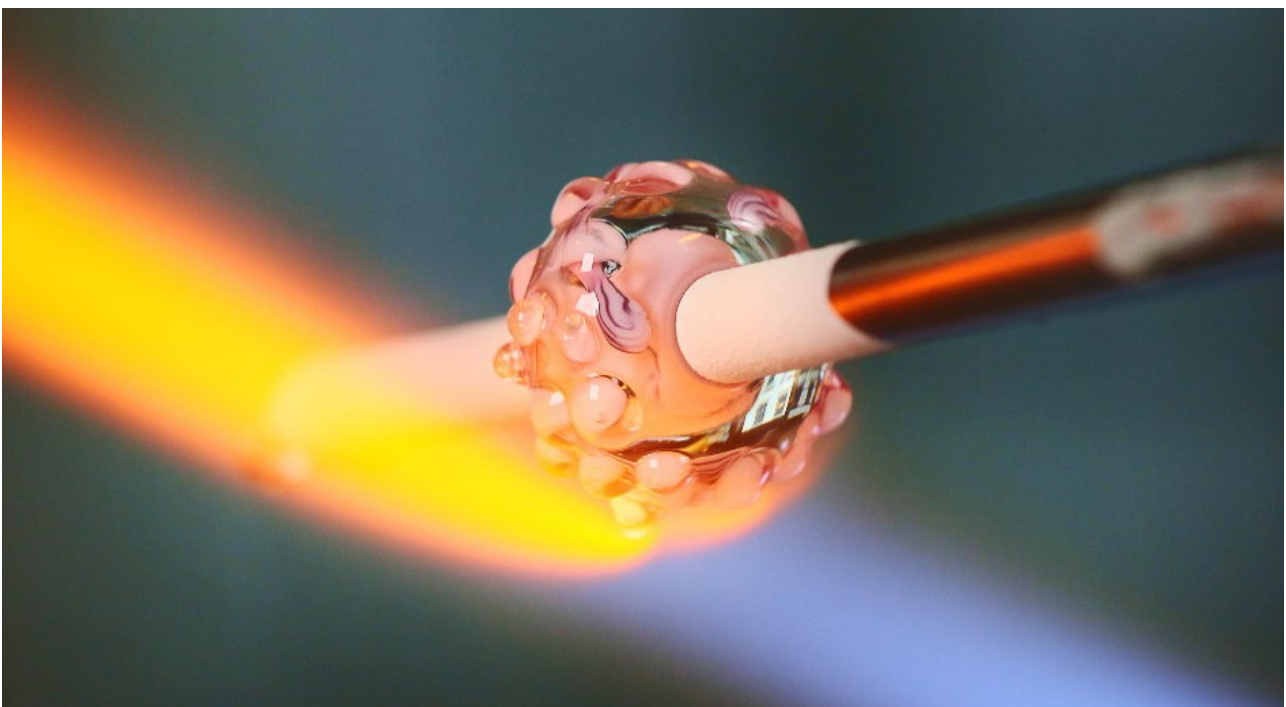
As soon as the collectors discovered Uniques beads, they became a collector's must-have. The collectors search widely and all around the world to get hold of the best and most beautiful Uniques. Trollbeads is world famous for the enchanting way it plays with glass.

### **A search for the six most coveted Uniques**

So how do you find the most coveted Uniques? Well, why not ask the very best experts – the customers and collectors of Trollbeads! Therefore, a treasure hunt was initiated. People have uploaded images of their favourite Uniques on a special developed event site. After an upload phase, everybody could vote for their favourite, and the winning six beads have been produced and is now released as a limited edition.

The limited edition beads are different in look, but still, you can feel a love for organic patterns and one even for the love of the ocean.

There are six winning different, handmade design. These are Ocean Oysters, Spring Provence, Boccioli Rosa and Pink Flower, all in the classic shape of a glass bead. The two remaining, the Rainbow Facet and Violet Sky are furthermore hand faceted.



### **Exquisite craftsmanship**

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 luxury.

Trollbeads jewellery is made from the highest quality raw materials, including 18 karat gold, Sterling silver, artisan glass from Murano, freshwater pearls, amber and precious gemstones.

The exquisite craftsmanship of Trollbeads' jewellery is only complete when you match the different beads that tell your stories in your own personal way. This is the true beauty of Trollbeads.

The People's Uniques 2023 beads can be mixed and matched with existing and new Trollbeads jewellery - any way you like. The collection is available in stores and online on **October 20, 2023**.



**Prices:**

Spring Provence	EUR 45,-
Boccioli Rosa	EUR 45,-
Pink Flower	EUR 45,-
Ocean Oyster	EUR 45,-
Rainbow Facet	EUR 55,-
Violet Sky	EUR 55,-
Silver Bangle with faceted bead	EUR 200,-
Silver Bangle with non-faceted bead	EUR 190,-
Bracelet with all beads as shown	EUR 1075,-

**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 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.*