

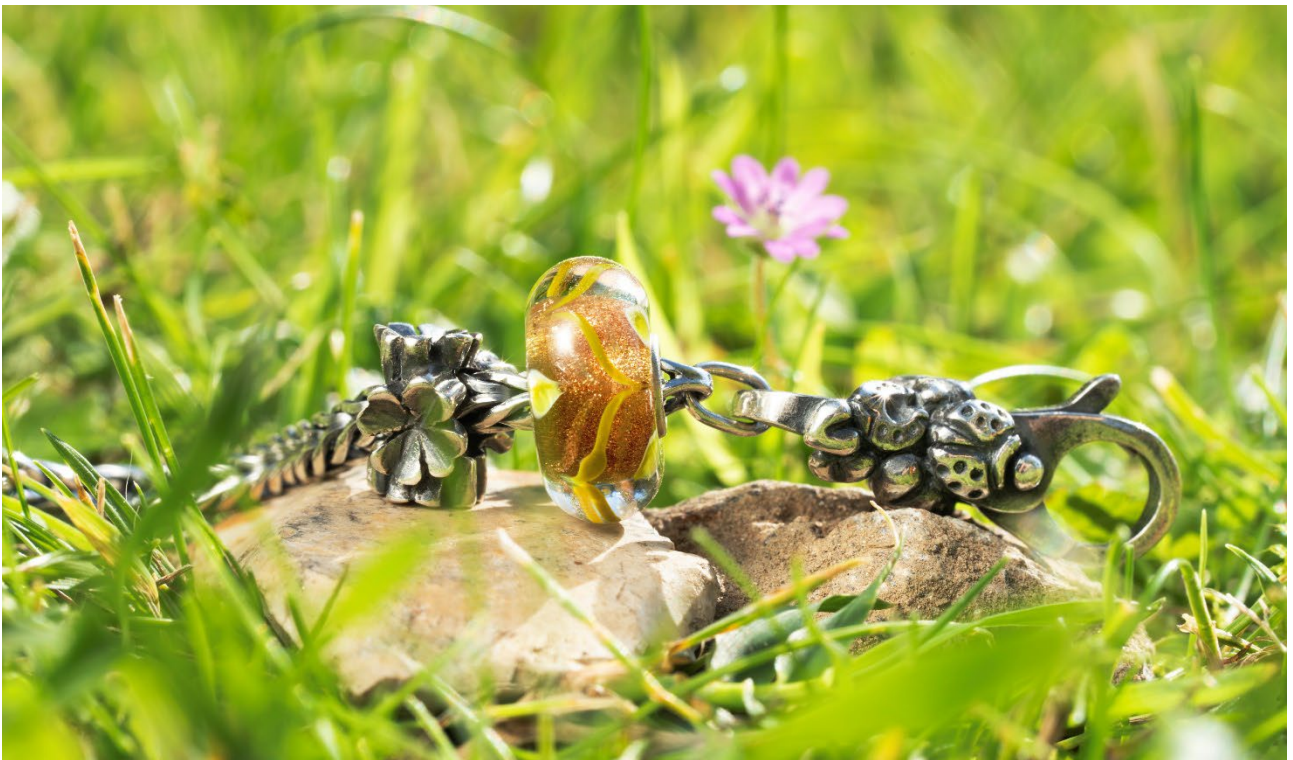
## PRESS RELEASE

TROLLBEADS BRACELET: FORTUNE KEEPERS BRACELET

*Embargoed until September 8, 2023*

### **Fortune Keepers Bracelet – a limited edition from Trollbeads**

**Good luck comes to those with belief in their hearts.**



Step into a world where luck and destiny intertwine with the all-new "Fortune Keepers Bracelet" from Trollbeads. As a pioneer in artisanal jewellery, Trollbeads continues to captivate with its unique and evocative designs, and the Fortune Keepers Bracelet is no exception. With exquisite craftsmanship and profound symbolism, this bracelet invites wearers to embrace the mystique of good fortune.



The Fortune Keepers Bracelet carries the essence of luck and prosperity with a delightful sterling silver bead, thoughtfully crafted in the shape of a four-leaf clover. The four-leaf clover has long been regarded as a symbol of good fortune, and this finely detailed bead serves as a reminder of the abundance of positive possibilities life has to offer.

The attention to detail extends to the sterling silver clasp, which features an array of fortune symbols. From ancient talismans to celestial motifs, these symbols embody the spirit of luck, prosperity, and protection, transforming the clasp into a miniature amulet that weaves its own narrative around the wearer's wrist.

Completing the ensemble is a stunning glass bead, handcrafted with vibrant hues and intricate patterns. Each bead is a work of art, adding an element of visual allure to the bracelet and allowing wearers to showcase their unique style and personality.

### **It happens if you believe it**

The Fortune Keepers Bracelet is a reminder that we have the power to shape our own destiny and that good luck is always within reach. The bracelet joins Trollbeads' distinguished collection of innovative and thoughtfully crafted jewelry, cherished by enthusiasts worldwide. Each piece is a testament to the brand's commitment to exceptional quality, artistic expression, and meaningful storytelling.

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. Start your story with the new Fortune Keepers Bracelet and continue your story with your favourites from the Trollbeads collection. Or give the bracelet as the perfect gift to someone dear to you, who could need a little luck.



### **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, artisan glass from Murano, freshwater pearls, amber and precious gemstones.

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. To explore the captivating world of Trollbeads and learn more about the extraordinary collection, visit the Trollbeads website or follow them on social media.

Bring luck and fortune to yourself or someone you love. Fortune Keepers Bracelet is available in stores and online from **October 6, 2023**.

**Prices:**

Fortune Keepers Bracelet                      EUR 119, -

**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 artisan glass beads, which quickly became very coveted beads. Trollbeads is world famous for the enchanting way it plays with artisan 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.*