

PRESS RELEASE

TROLLBEADS DAY 2021

Embargoed until May 21, 2021

Trollbeads Day – It's time for a summer celebration

Trollbeads Day is a day celebrated in jewellery stores all over the world. A day where people celebrate and share their stories and their affection to Trollbeads.

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 19, Trollbeads Day is celebrated in different ways in jewellery stores all over the world. Each party is special and unique – just like Trollbeads. To celebrate the day, a limited edition is released. This year, the limited edition are three completely new designs: gemstones embraced by highly detailed silver. The size of the beads is matching the round stones in the Trollbeads collection. The three different designs are Trollbeads Day Ocean, Trollbeads Day Sky and Trollbeads Day Earth.



Trollbeads Day Ocean

See your life in perspective. Trollbeads Day Ocean is a Lapis Lazuli embraced by a detailed design in Sterling silver. Dive in and find the amazing life of a stunning seahorse, a fancy fish, dancing seaweed and the beautiful mermaid.

Lapis Lazuli brings matters more clearly to the mind. The gemstone is found in both eastern and western parts of the world.

Trollbeads Day Earth

Live gently upon this earth. Trollbeads Day Earth is an Aventurine embraced by a detailed design in Sterling silver. Take a walk and meet the enchanted life of a chirping bird, a beautiful butterfly, the grounding trees, and a majestic deer.

Known as the “Gemstone of Opportunity”, Aventurine is believed to be the luckiest of all gemstones. It is also believed to boost your chance of winning, especially in situations where the outcome is out of your control.

Trollbeads Day Sky

Touch the sky. Trollbeads Day Sky is a Chalcedony embraced by a detailed design in Sterling silver. Get on the wings and greet the sun, dive into the clouds, and board the plane that takes you to the destinations of your dreams.

Chalcedony promotes calm and peace and stimulates creativity. It gives feelings of light-heartedness and optimism.

All three beads have the 2021 stamp.



Exquisite craftsmanship

Trollbeads jewellery is made from the highest quality raw materials, including 18 karat gold, Sterling silver, Italian Murano glass, 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. This is the true beauty of Trollbeads.

The Trollbeads Day collection 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 19, 2021**.

Prices:

Trollbeads Day 2021 beads each	EUR 65,-
Bangle with TB Day bead and two gemstones	EUR 300,-

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.