

## PRESS RELEASE

TROLLBEADS 2021

*Embargoed until December 18, 2020*

### New Wisdom

**The new collection New Wisdom from Trollbeads reminds you that every day is a new beginning.**

*""The only true wisdom is in knowing you know nothing." Socrates*



When one door closes, another opens. It is time to learn from the past and look ahead. A fresh start always brings new possibilities, and every day is a new beginning.

People are made of stories. Some are defining, and some are just for fun. So move on, benefit from new wisdom and create new stories. Welcome to a new day and a new you.

Trollbeads is the original bead-on-bracelet brand with literally hundreds of beautiful beads to pick and choose from – each a little work of art - so that every bracelet becomes entirely personal.

#### **A collection true to DNA**

The silver designs of the collection are as rooted in the company DNA as it can possibly be... all designs are made by either Søren Nielsen or Lise Aagaard. As the hero of the collection stands the New Wisdom bead.

As the perfect messenger of spring to come, flowers are in full bloom in the New Wisdom collection. Flowers for clarity and beautiful roses. Remember that the thorns are part of the beauty. In the flower theme, the new collection brings beads, pendants for your necklace and a stunning must-have ring.



### **I love life ... all life**

You will also find beads with affirmations in the new collection. Affirmations are positive statements that can help you in your daily life. Know that being you is the best you can be. Wear it to remind you, every time you look at it.



### **Use your senses**

The New Wisdom collection brings you 18 new glass beads. The beads range from delicate and elegant colours that encourage you to face the world with style, to stunning and bright colours in an explosion of shimmer. Go for your wisdom word of the day. Or go for all and be a better person today than you were yesterday.



Finally, a limited edition Fantasy Necklace is also released in the new collection. The Wisdom Fantasy Necklace is a Sterling silver chain is fitted with a lovely pendant in Murano glass. You can place Trollbeads above the glass pendant and create your own very special and unique look.

Trollbeads is world famous for the enchanting way it plays with glass. All glass beads are handmade in front of a red-hot, open flame.



### **Even more possibilities**

The exquisite craftsmanship of Trollbeads' jewellery is only truly complete when you match the different components that tell your stories in your own personal way. Because your individuality, the way you live your life and the meaning you attach to each bead is the true beauty of Trollbeads.

The **New Wisdom** collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **January 22, 2021**.

**Prices:**

<b>New Wisdom bead</b>	<b>€ 125</b>
<b>Glass beads</b>	<b>€ 35 - € 55</b>
<b>Silver beads</b>	<b>€ 25 - € 45</b>
<b>Ltd. edt. Wisdom Fantasy Necklace</b>	<b>€ 195</b>
<b>Rose Ring</b>	<b>€ 115</b>
<b>Bracelet with beads as shown</b>	<b>€ 1040</b>
<b>Silver bangle with beads as shown</b>	<b>€ 355</b>
<b>Gold plated bangle with beads as shown</b>	<b>€ 825</b>