

People's Bead 2020

Embargoed until September 4, 2020 – No release prior to this date

TROLLBEADS: We have a winner!



From all over the world designs were uploaded from people, who wanted to share their vision of a new bead into the innovative People's Bead campaign, created by Trollbeads, the well-known jewellery brand. This is the 11th year that Trollbeads has hosted the popular design competition. Both designers and jury were found among customers and collectors with a shared passion for Trollbeads.

Danish jewellery brand Trollbeads asked their fans and collectors to help design a new bead to the ever-growing collection of inventive beads that fit the original beads-on-bracelet concept. Once again, the event inspired followers from all around the world to share their creativity and opinion through this amazing event. The company received several thousand unique designs, 24 finalists were chosen by the fans, and then the public jury voted for one winning design!



And the winner is: Framed by Ivy

Framed by Ivy is a lovely bead in Sterling silver, and it will encompass a precious round gemstone or a pearl. The bead is launched with this story:

A forever love withstands the test of time, like the faithful Ivy its bond cannot be broken.



The designer behind the 2020 People's Bead 'Framed by Ivy' is **Amanda White.**

Amanda was born in Buckinghamshire (United Kingdom) in 1976, the same year the Trollbeads story began. From a young age she developed an interest in drawing and painting. She sees creativity as a gift, a talent that she inherited from her mother. Amanda has studied Art & Design at University and graduated with a Bachelor of Arts degree. Her profession is Graphic Design, where she works as a Creative Artworker.

Her passions are nature, design and music. Amanda draws inspiration from her surroundings. It doesn't matter if she is in a busy city or the open countryside; there is always something of interest. Her opinion is that a lifetime is not long enough to see and experience all of the

beauty our planet has to offer. She enjoys long walks with her boyfriend and loves to explore new destinations and capture the memories with her camera. She has a particular fondness for mountains, lakes and rock pools.

"This design was created during a time all nations were urged to stay apart in order to protect those we love. In troubled times I found my solace by walking through the woods and countryside. During each visit I passed ivy covered trees. I admire ivy for its determination, vigour and longevity. Against all odds the faithful ivy forms a strong bond which remains constant throughout the year. I wanted my design to symbolise the unity we share with those we love."

'Framed by Ivy' will be available in stores worldwide and online at www.trollbeads.com on September 18, 2020.

Prices:

Framed by Ivy bead in Sterling silver: **€ 65**

Sterling silver bangle with Framed by Ivy and glass bead as shown: **€ 265**

For further information, imagery or samples, please visit www.trollbeads.com or contact:

<insert local press contact>

TROLLBEADS

THE ORIGINAL SINCE 1976

ARTIST'S STATEMENT**Giada Manfredi**

Giada Manfredi comes from Italy and lives with her family in a small town, Casalpuusterlengo. The house is located by the countryside, and Giada used to enjoy going for long walks with her dog Nuvolina. Now the dog is old, and Giada walks alone, but when she comes home the dog will always wait for her at the garden gate. Giada works in customer service in a supermarket, and she likes to help people. Every day is different, and there is always something to learn. Giada also loves to swim and travel.

Since Giada was very young, her big passion has been drawing. The passion came from her uncle, who was a very talented artist. He showed her his work and taught her about different techniques. Giada has had lots of admiration of her drawings from others. During the years, Giada Manfredi also grew a passion for decoupage and sewing.

Giada Manfredi was the winner of People's Bead 2019.

"I have always loved turtles. Every time I go to a new city or on holiday, I search for something like a pendant or a little figure that shows a turtle. Well ... my house is full of turtles!

I found the inspiration from a holiday in Sharm el Sheik, where I was at a boat trip. I was snorkelling, and I hoped to see a turtle...that was my dream. Three excursions were planned that day. During the first and the second excursions, I saw many beautiful fish but no turtles. On the third excursion I had almost given up hope. And just there I saw an amazing sea turtle that was swimming next to me! I was so excited that I could not move. It looked like the turtle was dancing, as a flower cradled by the wind."

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FACTS

ABOUT TROLLBEADS

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-carat 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.