

People's Bead 2021

Embargoed until August 20, 2021 – 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 13<sup>th</sup> 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: Wishful Sky Tassel

Wishful Sky Tassel is a gorgeous bead in Murano glass and Sterling silver. The bead is launched with this story:

*Splendid is the night. A fantastic sky where thoughts, dreams and desires disappear among the myriads of shining stars.*



The designer behind the 2021 People's Bead 'Wishful Sky Tassel' is **Gaetano Preti**.

*"Every little bead tells a story, conveys emotions, and contains feelings. They are small, meticulous works of art with great meaning. The idea of telling a story, your own story, by adding piece after piece of silver and glass rich in meaning, is beautiful. "*

Gaetano Preti lives in Italy, in a town in Puglia called San Severo. Not far from here is the Gargano Peninsula where Gaetano used to spend wonderful summers with his grandparents and family, when he was a child. In the dark nights, Gaetano and his grandfather had long chats in the garden while lying on the sun beds watching the myriad of stars that lit up the sky. He navigated the sky with his imagination, trying to recognize the constellations and trying to find some shooting stars to make a little wish. Gaetano entrusted the stars with childhood dreams

and wishes. You are never too old to look at a sky full of stars and dream. This was partly the inspiration for Gaetano's winning design in the People's Bead event.

Gaetano says: *"For the People's Bead event, I designed the bead 'Wishful Sky Tassel'. I dedicate it to the people close to me, who always support me and who give meaning to my life; I also dedicate it to those who are no longer here with me and who surely live in the sky, in a star of the universe."*

**'Wishful Sky Tassel' will be available in stores worldwide and online at [www.trollbeads.com](http://www.trollbeads.com) on September 3, 2021.**

**Prices:**

Wishful Sky Tassel bead in Murano glass and Sterling silver: **€ 75**

Sterling silver bangle with Wishful Sky Tassel and beads as shown: **€ 345**

For further information, imagery or samples, please visit [www.trollbeads.com](http://www.trollbeads.com) or contact:

*<insert local press contact>*

## 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.*