

People's Bead 2022

Embargoed until August 19, 2022 – 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 14<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: Peach Blossom**

Peach Blossom is a beautiful bead in Murano glass and Sterling silver. The bead is launched with this story: *Give peach flowers as a sign of immense, everlasting, and immortal love.*

The designer behind the 2022 People's Bead 'Peach Blossom' is **Patrizia Tinelli** from Italy.



Patrizia was born in Ravenna in 1974 and grew up in Sanremo, where she still lives with her large family.

Patrizia is giving this introduction to her design:

*"I belong to the generation, who had fun with games in the open air. Simple and healthy activities that made you feel rich by just by owning a bag of glass marbles.*

*My passion for Trollbeads originates from those days. The small, coloured and perfectly decorated glass beads remind me of the marbles from my childhood.*

*The beads take me to a magical world, which I feel close to mythical creatures like trolls and fairies, flowers, and animals.*

*When I created Peach Blossom, I was inspired by those tiny, pink flowers popping up on the bare trees. The natural cycle of life that surrounds us. Especially in spring upon a period, where everything seems to be lost."*

The **winning bead Peach Blossom** can be mixed and matched with existing and new jewellery - any way you like.



'Peach Blossom' will be available in stores worldwide and online at [www.trollbeads.com](http://www.trollbeads.com) on September 2, 2022.

**Prices:**

Peach Blossom bead in Murano glass and Sterling silver: **€ 45**

Sterling silver bracelet with Peach Blossom and beads as shown: **€ 310**

Sterling silver bangle with Peach Blossom: **€ 190**

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

*<insert local press contact>*

# TROLLBEADS

THE ORIGINAL SINCE 1976

## 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.*