

PRESS RELEASE

TROLLBEADS 2021

Embargoed until April 29, 2020

Sunshine vibes

The new collection Sunshine Vibes from Trollbeads encourages to the joyful life at sea.

A beam of light shines down below. A magical kingdom is beneath you. All around the life of sea is playing in the waves. Seaweed sway, starfish dance and jellyfish glide. Exhale your past and know that there are treasures in the deep – and it is up to you to find them.

People are made of stories. Some are defining and some are just for fun. The sea is unveiling secrets and telling tales. Risk to dive in and discover the magic.

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 magical kingdom is beneath you

The silver designs of the collection are created by the designer of the very first Trollbeads, Søren Nielsen.

Seaweed is a plant that grows underwater, and here you find the forest of the ocean on a beautiful bead and a spectacular lock. A Trollbeads lock is a piece of art in itself and this is unique to Trollbeads.

Also, a stunning pendant for the necklace is arriving. Have fun in the making and when time comes, let it go. This is the nature of the sandcastle. Here you find the sandcastle in sterling silver placed upon a captivating beach in glass.



Find treasures in the deep

Trollbeads is world famous for the enchanting way it plays with glass. And for the coming season, fancy animals from the deep is making their way into the collection. 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 **Sunshine Vibes** collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **May 28, 2021**.

Prices:

Silver bracelet with beads as shown	€ 605
Limited edition glass beads each	€ 45
Mermaid ring with glass bead	€ 160
Bangle with stone, glass and silver beads	€ 285
Bangle with pearl, glass, 18K gold and silver beads	€ 650
Leather bracelet with beads as shown	€ 365



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.