

PRESS RELEASE

TROLLBEADS VALENTINE'S DAY 2021

On Valentine's Day, show her your love and care



I Love You ... a little bit more every day.

Soon comes time for romance and the time for celebrating your loved ones.

The sweetest gift this year comes with faceted glass in elegant rose colour and fascinating copper shimmer within! Copper is the metal of love. It is said to embody the nurturing aspect of women and symbolizes charisma, feminine beauty, caring and balance. The limited edition, faceted glass bead I Love You is introduced for Valentine's Day. Each glass bead is individually handmade from red-hot glass in the open flame. For the woman you love.



I Love You can be used on all bangles, bracelets and necklaces – alone or in a beautiful and romantic combination with other beads as hearts and pearls. Also, try it on the Fantasy Ring. The look is amazing.

Use the different pieces of jewellery to create new, bespoke looks – every day.

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 bead for Valentine's Day can be mixed and matched with existing and new jewellery - any way you like. Limited edition I Love You is available in stores and online from **January 29, 2021**.

Prices:

Silver bracelet with 5 beads and lock as shown	EUR 295,-
Copper bangle with I Love You bead and 2 copper spacers	EUR 130,-
Necklace with I Love You bead and silver pendant	EUR 265,-
Bracelet with I Love You bead, silver bead and lock as shown	EUR 230,-
Silver ring with I Love You bead	EUR 120,-
I Love You glass bead	EUR 55,-



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.