

PRESS RELEASE

TROLLBEADS 2023

Embargoed until August 11, 2023

Do you have a love for paws?



From the tiniest particles emerges the strongest bond of unity.

The bond of unity is a connection that can be built over time, through joy, laughter, and tears. It's a bond that can weather the storms of life and stand the test of time. Whether it's a furry friend, a family member, or a partner, the bond is a treasure to be cherished and nurtured.

Togetherness is about shared experiences. It's about creating memories together and being present in the moment. Approach life with passion and excitement. Wherever we go, we go together.

For alone we are feathers. Together we are wings.



We are made of stories. Some are defining and some are just for fun. 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.



Who shows you boundless love?

The bond between dogs and people is a thing of wonder. Dogs are always there to lend a listening ear, to provide comfort when you need it most, and to share in your moments of joy and happiness. It brightens up your day, always ready to cuddle and play with wagging tail and loving licks. It is loyal and true, and always at your side. Yes, dogs are truly man's best friend.

In the new Trollbeads release you find dogs in highly detailed sterling silver beads and tassels with gemstones.



Watch out world, here I come!



Cute and cuddly, strong and bold. Whether it's the gentle touch of a paw, a contented purr, or a knowing look, cats have a way of making their presence felt in our lives. In the new Trollbeads release, you will find cats in highly detailed beads in sterling silver and gemstones.

Exquisite craftsmanship

Every piece of Trollbeads jewellery is crafted in the highest quality and materials. A small piece of art with a precious story. Trollbeads is world famous for the enchanting way it plays with artisan glass, and all artisan glass beads are handmade in front of a red-hot, open flame.

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 release** can be mixed and matched with existing and new jewellery - any way you like. Discover a unique gift for yourself or for someone you love. The new release is available in stores and online from **September 8, 2023**.

Prices:

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| Silver bracelet with silver, glass & gemstones beads as shown | € 575 |
| Golden bangle with silver, glass & 18K gold beads as shown | € 850 |
| Fantasy Necklace with silver and glass bead as shown | € 245 |

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 artisan glass beads, which quickly became very coveted beads. Trollbeads is world famous for the enchanting way it plays with artisan glass. Each artisan 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.