

PRESS RELEASE

TROLLBEADS 2023

Embargoed until October 6, 2023

You are so ... G for Gracious



Soon we are entering the most heart-warming time of year. Some sounds remain forever.

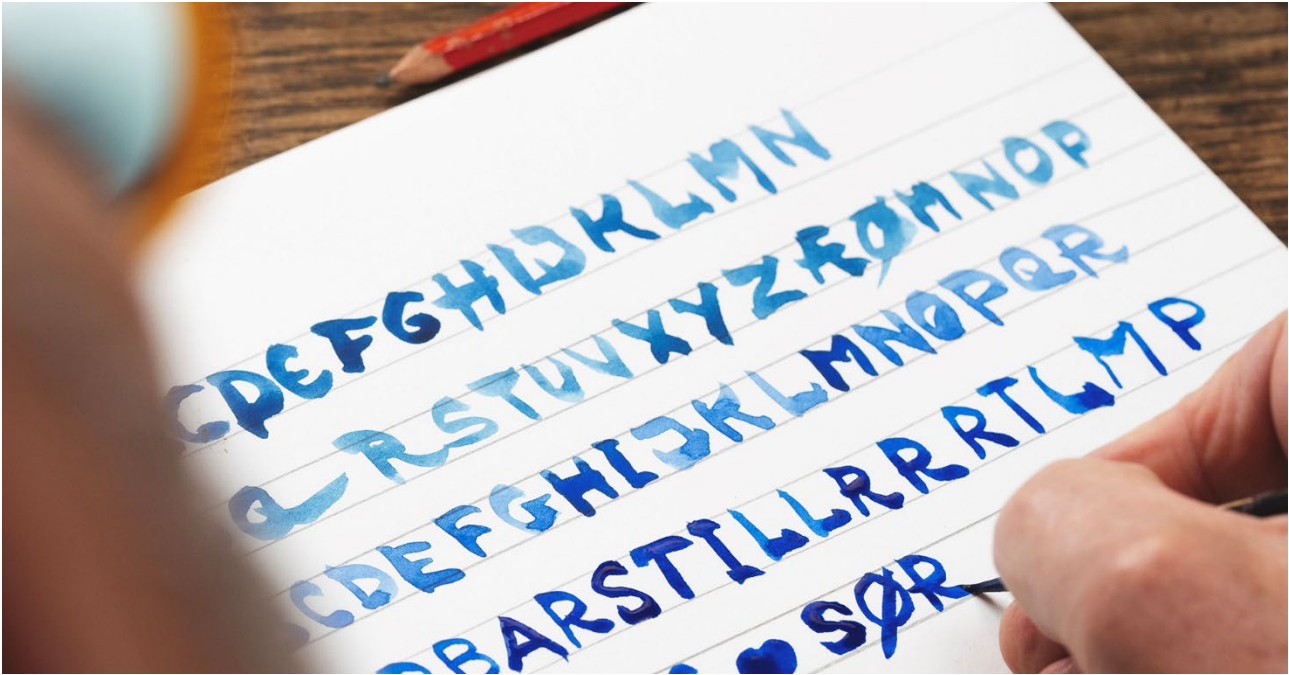
Togetherness can be built over time, through joy, laughter, and tears. It's a bond that can weather the storms of life and stand the test of time.

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.



A

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.



You are so ... B for Brilliant?

Trollbeads is now introducing the elegance of language. Language is a powerful tool that allows us to express our thoughts, emotions, and creativity. First watercolour painted and then carefully crafted with precision and care in sterling silver, each letter in this collection is a masterpiece on its own. The letters can be customized to create a unique piece that speaks volumes about your personality and style.

Emphasize personal qualities, choose your initials, spell out your name, or create meaningful words and phrases. The possibilities are endless, making these pieces perfect for personal gifts or commemorating special moments.

Give the gift of expression and individuality, and celebrate birthdays, anniversaries, or milestones with a unique touch.

The alphabet is designed by the very first Trollbeads designer, Søren Nielsen.





C

Exquisite craftsmanship

There are four stunning, limited edition faceted glass beads to add to this year's Christmas gift. All with delicious shimmer, stunning colours and fascinating patterns.

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.



D

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 **November 3, 2023.**

Prices:

Silver bangle (A) with beads as shown	€ 360
Silver bracelet (B) with beads as shown	€ 475
Gold bracelet (C) 18 cm with beads as shown	€ 3400
Silver bracelet (D) with beads as shown	€ 1405

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.