

PRESS RELEASE

TROLLBEADS: PEOPLE'S BEAD EVENT WINNER

Embargoed until August 30, 2024

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 16th 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 for 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 opinions 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: Hanami

Hanami is a captivating bead in Sterling silver. The bead is launched with this story:

Experience the beauty of Hanami: a timeless Japanese tradition celebrating the fleeting splendour of cherry blossoms, where one finds joy in simply appreciating nature's delicate blooms without disturbing their ethereal grace.

The designer behind the 2024 People's Bead 'Hanami' is Stéphanie Hu from France.

Stéphanie Hu was born and raised in France and has a deep affinity for flowers, particularly cherry blossoms. Her inspiration came from her visits to Japan in 2014 and 2018, where she was enchanted by the famous Sakura. She found herself deeply inspired by the delicate beauty of these blossoms and the profound cultural significance they hold in Japan. This fascination guided her in creating her first entry for the People's Bead competition, where she sought to encapsulate her favourite flower in a bead design.

Stéphanie sketched her design despite her self-professed lack of drawing skills, determined to bring her vision to life. She shares with a smile, *"It was very hard for me to design this bead because my drawing skills are just so bad, but I wanted to give it a try and apparently, I was right to do it!"*

The winning bead Hanami can be mixed and matched with existing and new Trollbeads jewellery - any way you like.

"Hanami" will be available in stores worldwide and online on **September 13, 2024**.



Prices:

Hanami sterling silver bead	EUR 45, -
Leather bracelet with Clasp, Hanami and Freshwater Pearl	EUR 170,-

For more information, visit www.trollbeads.com

[Contact Information – Insert distributor information]

FACTS:

In 1976, Trollbeads emerged within the cozy confines of a small jeweller's boutique in Copenhagen, Denmark, heralding the inception of the beads-on-bracelet phenomenon. Crafted with meticulous care, Trollbeads offers an exquisite array of interchangeable pieces, with its centrepiece being the beads themselves. Each element in the Trollbeads repertoire harbours its own captivating narrative, drawing inspiration from a rich tapestry of mythology, astrology, fairy tales, wildlife, spirituality, cultural heritage, and the cherished nuances of everyday life.

From bracelets to necklaces, earrings, rings, and accessories, Trollbeads presents a diverse spectrum of products, bestowing upon customers a truly unique experience. Here, they transcend the role of mere consumers to become designers, crafting personalized tales with each carefully selected piece. This original concept has captured the hearts of women worldwide, seamlessly blending superior craftsmanship with individual preferences.

Crafted from the finest materials such as 18-karat gold, Sterling silver, Italian glass, freshwater pearls, amber, and precious stones, Trollbeads epitomizes a fusion of traditional artistry and contemporary techniques. Notably, since 2001, the brand has excelled in crafting artisan glass beads, revered for their uniqueness and allure. Each artisan glass bead is individually handmade from red-hot glass in the open flame and no two Trollbeads are ever completely alike.

As a hallmark of Danish design legacy, Trollbeads embodies the principles of simplicity, functionality, and uncompromising quality. At its core, design reigns supreme, with a dedicated team of artisans and designers meticulously curating each collection. Over 60 designers have lent their creativity to Trollbeads, earning international acclaim and recognition, showcased at prestigious events like the Sculpture Objects & Functional Art exhibitions in Chicago and New York.