

PRESS RELEASE

TROLLBEADS 2024

Embargoed until February 2, 2024



Life is a garden waiting to be nurtured with love and care

Life is a garden, a tapestry of experiences waiting to be nurtured with love and care. The new release from Trollbeads celebrates the idea that every gesture, no matter how small, can promote personal growth and the birth of deep and meaningful connections with others.

Just as a garden flourish with tender attention, so too can your life flourish with the love and care you invest in it. Explore this philosophy and let it remind you of the beauty that blooms when you cultivate growth and nurture lasting bonds.

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.

Paint your life with optimism like a field of blooming tulips

Crafted with meticulous attention to detail, the new, captivating sterling silver beads transform your bracelet into a blooming haven with delicate watering cans, intricately detailed gardening tools, and the timeless beauty of blooming flower. Each piece is a testament to the artistry of the garden, where the quiet whispers of nature are translated into sterling silver elegance.





Tales of ancient love

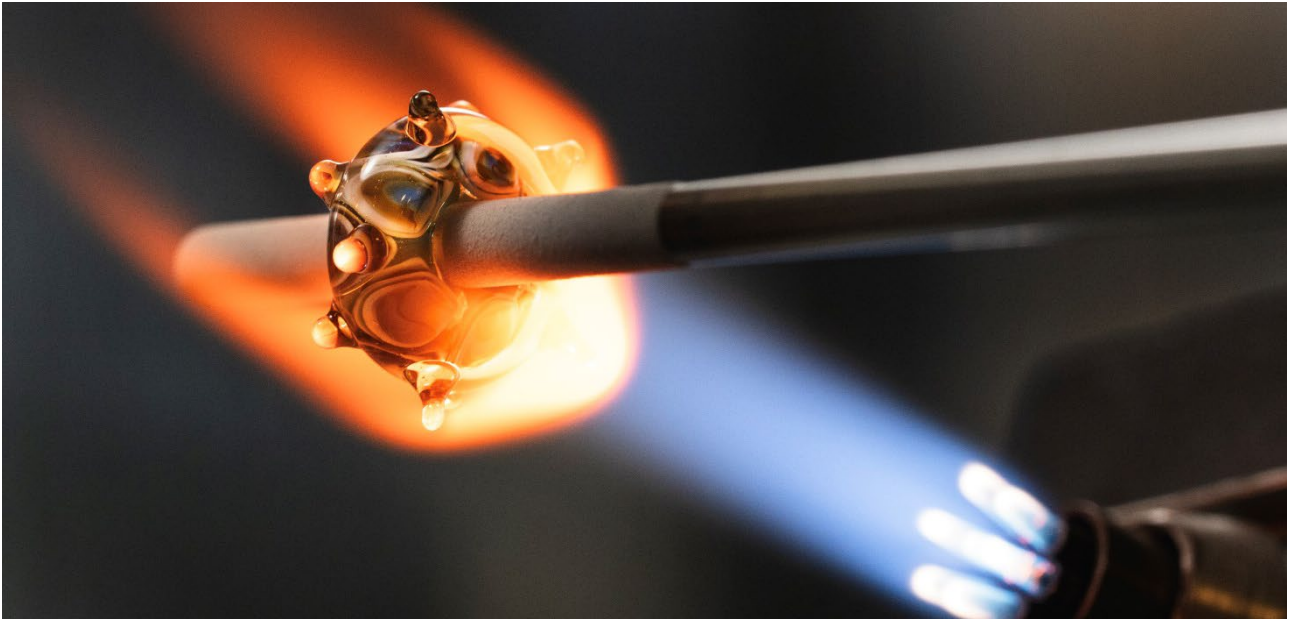
Fossilised gemstones offer a mesmerizing glimpse into Earth's history. Through a process spanning millions of years, organic matter transforms into enduring treasures, preserving the intricate patterns of the past. In the new release, hand faceted beads of fossilised wood and fossilised shell are entering the collection.



Exquisite craftsmanship

The new artisan glass beads are a celebration of the enchanting connection between Trollbeads, gardening, and flowers. Crafted with passion, every bead captures the essence of blooming gardens. From delicate floral motifs to vibrant hues mirroring nature's palette, the beads are a tribute to the timeless beauty found in the heart of every garden.

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 glass beads are handmade in front of a red-hot, open flame. Trollbeads, made from the finest Italian Murano glass, boast vibrant colours that only artisan glass can deliver.



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 collection is available in stores and online from **February 2, 2024**.

Prices:

Love Source, individual silver bead	€ 45
Bracelet with beads as shown	€ 1410
Leather bracelet with beads as shown	€ 345

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.