

PRESS RELEASE

TROLLBEADS 2022

Embargoed February 25, 2022

Armadillos collection

The new, limited edition collection from Trollbeads brings beautiful glass art with lots of symbolism

There is an old Indian prayer to the armadillo, which says, "Protect my borders, teach me my shield, reflect my pain so I do not yield". The armadillo is a charming, slightly clumsy nocturnal animal that curls up into a ball when frightened.



The armadillo is covered with natural armor. In fact, its name in Spanish means "little armored one". This refers to the bony plates that cover the back, head, legs, and tail of this odd but cute looking animal. Armadillos are the only living mammals that wear such shells, and the armor works well against predators.

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.



Lots of colours

Armadillos have a wide range of colors, and so does the new limited editions from Trollbeads. The armadillo is an iconic design for Trollbeads, and the original armadillo glass bead was launched back in 2002. It was designed by Lise Aagaard.



Trollbeads is world famous for the enchanting way it plays with glass. Creating the armadillos requires spectacular craftsmanship and lots of talent with the glass artist. The colours vary on the armor shells, and it takes a very steady and precise hand to change colour and still use the exact portion of glass in each armor shell. The beads are in glass from Murano in Italy, and all are handmade in front of a red-hot, open flame.



In the collection, you will also find a limited edition Silver Armadillo. This bead is in Sterling silver, rich in details and with a wonderful expression.



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 **Armadillos** collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **March 25, 2022**.



Prices:

Armadillos glass bead	€ 45
Silver Armadillo bead	€ 55
Silver bracelet with beads as shown	€ 415
Bangle with Silver Armadillo	€ 200
Leather bracelet with beads as shown	€ 270

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.