

PRESS RELEASE

TROLLBEADS 2024

Embargoed until April 5, 2024

Treasure the precious moments



You are the captain of your destiny, grounded by your dreams and guided by your choices.

Dive into the depths of creativity with intricate fish, delicate ripples, and the fluidity of water, capturing the essence of the ocean's beauty. Explore the mysterious and intelligent realm of the deep sea with octopuses, showcasing the wonders of marine life. Escape the ordinary and journey into a world of endless fun and relaxation.



Great and lasting memories are vital for our happiness. These memories are born not in solitude but in friendship, sharing unforgettable moments. Embrace the magic, unwind, and let your imagination take flight.

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.

Make uniqueness your superpower!

The silver beads in the new Trollbeads collection manage to capture the essence of the ocean's mystery and beauty. Each bead takes you on an adventurous journey beneath the sea's surface.

Crafted with meticulous attention to detail, each silver bead is a masterpiece of craftsmanship. From the intricately carved lines of the anchor motifs to the graceful tentacles of the octopuses and the elegant shapes of the starfish – every element is created with impressive precision and dedication.



Oceanic allure unveiled with handmade artisan glass

The artisan glass beads in Essence of Life collection radiate both tranquillity and vitality. Each glass bead is handcrafted with a profound passion, capturing the mesmerising beauty of the oceanic world.

From intricate depictions of graceful fish swimming amidst shimmering coral reefs to the soothing imagery of a tranquil beachside and the serene reflection of a peaceful lagoon, every bead tells a story of the captivating allure of aquatic life.

Every piece of Trollbeads jewellery is 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 **May 3, 2024**.

Prices:

Individual silver beads	from € 35 - € 65
Individual artisan glass beads	from € 45- € 55
Individual gemstone beads	from € 45- € 65
Bracelet with beads as shown	€ 1380
Gold plated bangle with beads as shown	€ 530

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.