

PRESS RELEASE

TROLLBEADS 2022

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Flower Garden

The new collection from Trollbeads is taking you for a stroll in the garden.

It's early morning in the flower garden. Bright flowers in all hues are sparkling in the morning dew.

A magnificent butterfly lands on a petal, fluttering and then becomes calm. A graceful cat comes quietly around the corner, the paws are leaving almost invisible prints in the ground. It's time for a nap in the sun. Serenity is all around.

People are made of stories. Some are defining and some are just for fun. Embrace change and trust your journey to create new stories. Live with grace in your heart and flowers in your garden.

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.



What a fluttering feeling

Butterflies are fluttering and cicadas are singing. The Flower Garden collection brings you joy in silver beads, a pendant and clasps. A Trollbeads clasp is a piece of art in itself, and this is unique to Trollbeads. On the Spiritual Butterfly Clasp, you will find two prehnite with tourmalinated quartz gemstones. In the past, prehnite was known as a stone of magic and is said to aid spirit communication.

Nothing has been done to bring out the inner beauty of the pearl. Pearls are what they are. Moonlight caught in the tears of mermaids. The Flower Garden collection includes a clasp and two beads with pearls.



Meow



Cats has had a very long relationship with humans. Ancient Egyptians may have first domesticated cats as early as 4000 years ago, and they worshipped a cat like a goddess. Cultures around the world later adopted cats as their own companions. In the Flower Garden, the cat comes as a spectacular clasp, the cutest bead, and a stunning Fantasy Ring, where you can make the cat rest on your bead of the day.

Indulge in a moment of silence

The Flower Garden collection brings 12 new, magnificent glass beads, taking your mind on a stroll. Let your garden be a place of peace and serenity. Trollbeads is world famous for the enchanting way it plays with glass. The beads are in glass from Murano in Italy, and all are handmade in front of a red-hot, open flame.



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 **Flower Garden** collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **January 21, 2022**.



Prices:

Silver bracelet with beads as shown	€ 565
Golden bangle with beads as shown	€ 515
Bangle with beads as shown	€ 340
Cat at Ease Fantasy ring with bead as shown	€ 180

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.