

PRESS RELEASE

TROLLBEADS 2024

Embargoed until October 11, 2024

Love shines bright like the stars



In the quiet elegance of winter, a tapestry of stars illuminates the night, casting a gentle glow that warms the soul. Stars guide us through the long nights, reminding us that even in darkness, there is light and magic.

Let the winter stars inspire you to embrace the beauty of the present, celebrate the joy of the season, and carry the light of hope and love into the coming year.

To give is to share love. It is uniting and telling stories that reflect relationships. Love resembles past experiences, strengthens bonds, and represents new beginnings.





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.

Timeless elegance in sterling silver

Crafted with meticulous attention to detail, the sterling silver beads and pendant embody lasting beauty. With a touch of grace and sophistication, every moment is turned into a tribute to the magic of wishes and the guiding light of the starry night.

The artisan glass beads capture the essence of the winter night sky

The artisan glass beads seem to have captured the essence of a winter night sky, filled with a sparkling shimmer that mirrors the stars above. This enchanting collection features four limited edition glass beads, each one a perfect reflection of the season's magic.



With their facets, the beads reflect light beautifully and add a touch of modern elegance. Crafted with precision, they capture the magic of the night sky in each unique bead.



No two glass beads are exactly alike. Our glass beads are expertly crafted in an open flame, each one a testament to the exceptional skill of our artisans. Handmade from the finest Italian Murano glass, Trollbeads showcase vibrant colours that only true artisan craftsmanship can achieve.

The exquisite artisanship 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 **November 8, 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	€ 1835
Gold plated bangle with beads as shown	€ 645
Necklace with beads as shown	€ 360

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.