

PRESS RELEASE

TROLLBEADS 2024

Embargoed until April 5, 2024

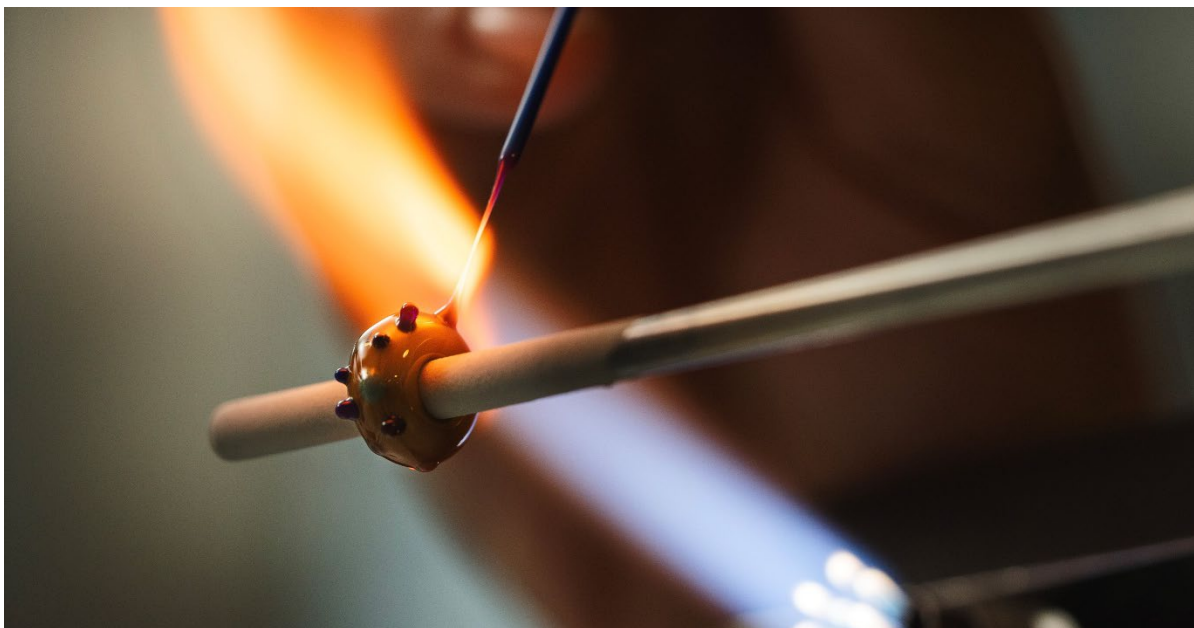
Gemstones Tales in Glass for Trollbeads Day

This year, on Trollbeads Day, we will celebrate the Essence of Life captured in our new glass beads. Just as life itself is multifaceted, so are these limited-edition beads.



Trollbeads, the original beads-on-bracelet brand, traces its roots back to 1976 when it emerged in a small jeweller's store in Copenhagen, Denmark. Since then, Trollbeads has become synonymous with exquisite craftsmanship and storytelling, offering a wide range of jewellery pieces designed to reflect the essence of life and personal expression.

Trollbeads Day is not just about jewellery; it's about camaraderie, creativity, and a shared love for the beauty that Trollbeads bring into the lives of its collectors. Trollbeads Day is a tribute to the loyal collectors who have embraced Trollbeads as an integral part of their personal journey.



Handmade limited edition in artisan glass

For Trollbeads Day, four stunning faceted glass beads reflecting the new Essence of Life collection are released, each a masterpiece of craftsmanship and creativity. These beads remind us of the quiet strength found in self-belief, the beauty of savouring fleeting moments, the importance of friendships, and the art of creating and cherishing memories.

Crafted with precision and passion, each bead is handmade in artisan glass over an open flame, tells its own story through intricate facets and vibrant hues. You will find Violet Conviction, Emerald Moments, Ruby Friendship and Golden Memories. These beads are a celebration of individuality and personal expression.

Trollbeads Day is celebrated on June 15, and the limited edition beads will be available online and in-store from this day.

#GemstonesTales #TrollbeadsDay #ArtisanGlass



Prices:

Limited edition glass per bead	€ 55
Purple bracelet with beads as shown	€ 1185
Pink bracelet with beads as shown	€ 725
Green bracelet with beads as shown	€ 435
Brown bangle with beads as shown	€ 460

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.