

PRESS RELEASE

TROLLBEADS 2024

Embargoed until August 9, 2024

A tribute to life's journey and the pursuit of meaningful longevity



Embark on a path where love and luck pave the way, and let each moment inspire you on the golden path to happiness.

In a world where time flows ceaselessly, the pursuit of longevity stands as a beacon of hope, guiding us towards a life not just lived, but cherished. Longevity embodies the quest for an extended lifespan, where vitality and wisdom intertwine gracefully.

It's more than simply adding years to life; it's about building a meaningful life, filled with the things you love. Longevity is about pursuing passions and leaving a lasting legacy.

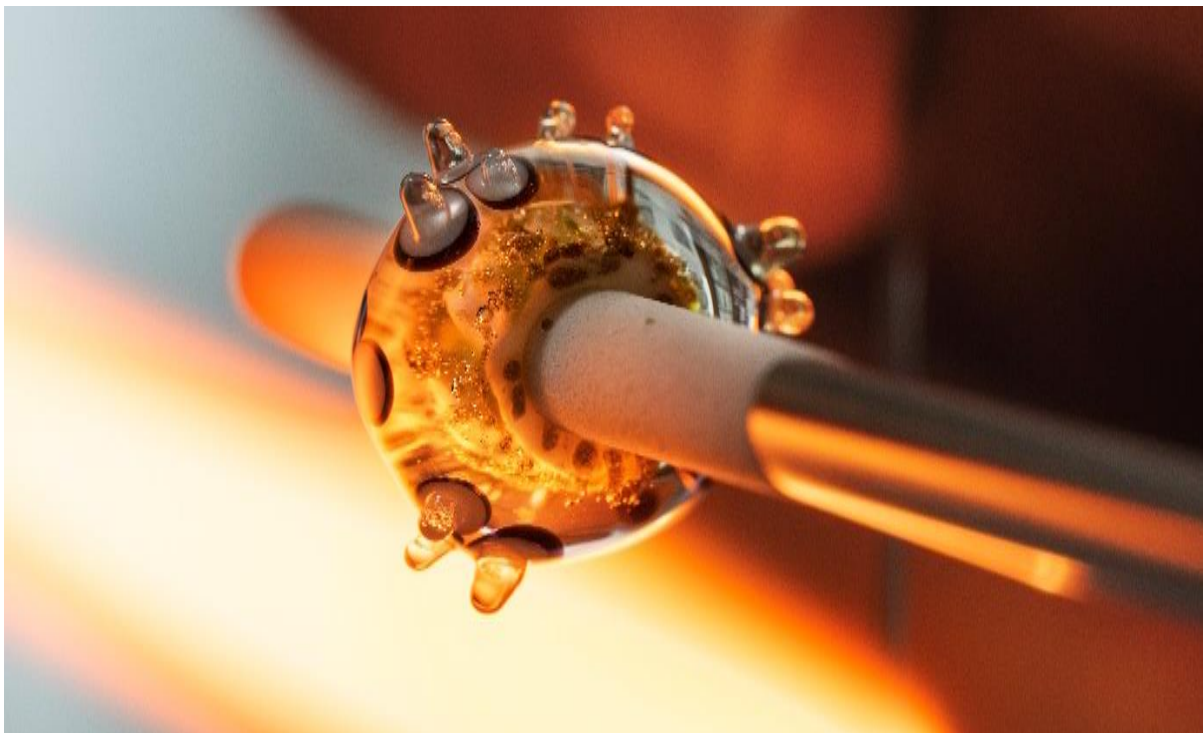


We are made of stories. Some are defining and some are just for fun. Trollbeads is the original bead-on-bracelet brand with literally hundreds of beautiful beads to pick and choose from – each a little work of art - so that every bracelet becomes entirely personal.

Timeless elegance in sterling silver

The new silver beads in the collection embody the essence of longevity and timeless elegance. These pieces celebrate a life well lived, filled with cherished moments.

Crafted with meticulous attention to detail, the sterling silver beads and clasps represent enduring beauty. Each bead adds grace and sophistication, making every moment a tribute to life's journey and the pursuit of meaningful longevity.



Mushrooms and faceted wonders in handmade, artisan glass

In the new collection the artistry and precision of glassmaking is bringing nature's elegance to life with stunning patterns and vivid colours.

Join nature's song of endurance with the new mushroom glass beads. Each is intricately designed, reflecting nature's mystical allure and vibrant hues. Throughout history, mushrooms have inspired myths and legends. Complementing the mushrooms, the collection also introduces six faceted glass beads. These beads reflect light beautifully and add a touch of modern elegance.

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 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.

In essence, longevity invites us to embrace each moment with reverence, nurture body, mind, and soul, and journey through life with determination to thrive. It's a celebration of human resilience and the potential within each of us, reminding us that the greatest gift is a life well lived.

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 **September 6, 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	€ 1360
Gold plated bangle with beads as shown	€ 575

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.