

## PRESS RELEASE

TROLLBEADS 2021

*Embargoed November 5, 2021*

### Evergreen Divine

**The new collection from Trollbeads celebrates the sweetest season of the year.**

Even in the darkest time of year, evergreens give you promise of new life.

A sweet and divine season is upon us, releasing the inner child and bringing hope and joy. On a cold day, love will warm your heart.

People are made of stories. Some are defining and some are just for fun. Some are made by you and some feel like sent from heaven. Listen to the messages carrying love and understanding.

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.



#### **A bond between heaven and earth**

As little messengers from above, the collection brings you the sweetest cherubs. One carries the divine message of love, one is the messenger of loving all animals, and one brings the message of thinking and reflection. The silver beads and clasps in the collection take you to previous days of glory and ornamental art, inspired by the baroque period.



### **Walk on an aisle of gold**

The Evergreen Divine collection brings you 4 new, very decorative and sparkling glass beads. The glass beads are adding a luxurious and bold touch, matching the baroque theme with shimmer and shine. Trollbeads is world famous for the enchanting way it plays with glass. All glass beads are handmade in front of a red-hot, open flame, and most of the glass used in the Trollbeads collection comes from Murano in Italy.



### **Meet me under the mistletoe**

There is nothing like gold to brighten up your bracelet and take it to the next level. It is soft, heavy, and alive in its own way. Even if it has been lying for 500 years in an old shipwreck at the bottom of the sea, it does not lose its magnificent and radiant shine. For thousands of years, it has been the ultimate symbol of power, wealth, and divinity.

Two new 18K designs are released for the season, and if you are looking for the perfect gift for your love, we suggest you go for the Mistletoe Kiss.



### 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 **Evergreen Divine** collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **November 5, 2021**.

### Prices:

Silver bangle with silver and glass as shown	€ 230
Bracelet with beads as shown	€ 1510
Silver bracelet with 18K gold bead and goldstone	€ 1195
Ring with bead as shown	€ 120

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.*