

PRESS RELEASE

TROLLBEADS 2020

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Harmony Harvest

Find new energy with the new collection Harmony Harvest from Trollbeads

Make time to reflect and remember. It is not only movement that creates new starting points. Make a difference, where you can. Sometimes, it is the tiniest things that have the greatest impact. Take a deep breath, inhale the fragrance of harvest and find energy in the bounty of the land.

People are made of stories. Some are defining, and some are just for fun. Great stories come from those experiences that are all about the present. It is time to start new stories.

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.



Bracelet with beads as shown: € 795

Pause and recharge

In the Harmony Harvest collection, you will find six porcelain beads. It is the first time a porcelain bead is becoming a part of the collection. The six beads are all about the treasures, nature is bringing to us. These are outstanding beads that are handcrafted and painted individually in stunning colours and patterns.

These beads are very complex to make. The beads are made in fluid porcelain and hereafter they are burned. When they have cooled down, they are glazed for the first time. After glazing, the beads are burned again. And then the beads are painted by hand in the stunning patterns. The beads are then glazed and burned one last time.



Highly detailed glass of hope and grace

Glass has not surprisingly been surrounded with an air of mysticism ever since it was invented thousands of years ago. There is something magical, even supernatural, about the transparent material that starts out soft and malleable at high temperatures and becomes harder than metal as the temperature falls.

In the Harmony Harvest collection, you will find 12 new, stunning glass beads. The beads will remind you that everybody needs a friend, and that one should remember to give without expecting something in return.

Trollbeads is world famous for the enchanting way it plays with glass. All glass beads are individually handmade in front of a red-hot, open flame.



Bangle with beads as shown: € 335

Bangle with beads as shown: € 325

Bangle with beads as shown: € 280

You decide the path

Plant smiles, grow laughter and harvest love! The collection brings you spectacular, detailed designs, created in Sterling silver. As a spiritual entry, you will find the Mandala family. Let your mind run free and gain knowledge from within. Also, the lizard, one of the best survivors, and a buzzing family of bees are entering the collection. The lizard is a symbol of internal power, and it shows us that we have the power to choose our own path and control our destinies.

And there are more animals to find, and these are the Bird of Calm and the Playful Cat. The Playful Cat looks stunning on the Fantasy Necklace, holding a pearl or a round gemstone.



*Necklace with beads
as shown: € 470*

Every day is a fresh start

Two new gemstones are finding their ways to the collection. One is the Red Jasper. A strong stone of justice and protection. And the other is the Hornblende, which is said to calm the mind. Both gemstones are faceted and looks beautiful on both bracelets and necklaces.



Bracelet with beads as shown: € 680

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 **Harmony Harvest** collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **September 10, 2020**.

Prices:

Glass bead	€ 45
Silver beads	From € 35
Gemstone bead	€ 65
Porcelain bead	€ 55
Bracelet with porcelain, silver, gemstones	€ 795
Twisted gold bangle with beads	€ 335
Silver bangle with beads	€ 325
Copper bangle with bead	€ 280
Fantasy Necklace with beads	€ 470
Bracelet with glass, silver and gemstones	€ 680

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.