

PRESS RELEASE

TROLLBEADS 2022

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Let it snow

The new collection from Trollbeads encourages to a happy snowball fight.

Silent, soft, and slow the first snowflakes are falling, making branches bend low and trails be like new canvas, ready for footsteps to create stories. Like a new beginning – a fresh start. Let's make snow angels. Let's build snowmen and snow huts. Create a snowball – and throw it!

People are made of stories. Some are defining and some are just for fun. Look out for the snow fairy ... maybe even within yourself ... and invite her out to play.

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.



If snowflakes were kisses ...



... I would send you a blizzard. The new collection from Trollbeads is full of small messages for you to give to your dearest. Maybe for a birthday, maybe for Christmas. Maybe just because the message is perfect for your friend or beloved – or maybe for yourself.

You should never be too old to play in the snow. And always remember ... a snowball in the face is the beginning of a lasting friendship.

All I need for Christmas is you

Trollbeads is world famous for the enchanting way it plays with glass. The Let it Snow collection brings you three new, very decorative limited edition glass beads – all capturing the sweet and warm feeling of a joyful season. All come with messages for the one you love. Surprise with indulging colours or give to that the special one, who makes you feel like walking on clouds. The three beads are hand faceted, and all glass beads are handmade in front of a red-hot, open flame.



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 **Let it Snow** 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 4, 2022**.

Prices:

Silver bracelet with 8 beads as shown	€ 550
Twisted Ring of Change with Snowball	€ 130
Silver bracelet with 5 beads as shown	€ 375
Gold plated bangle with beads as shown	€ 1430

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.