

PRESS RELEASE

TROLLBEADS 2022

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Meadow Moments

The new collection from Trollbeads encourages to a stroll in the meadow.

Out across the meadow haze birds glide pass. Insects are humming the sweetest tunes, making a promise of life to go on. Late summer flowers are silently swaying and their delicate scents infuse your mind. You just might begin to see things in a new light.

The sun caresses your face, and warmth spread from within. This is a moment of silence and thoughtfulness. People are made of stories. Some are defining and some are just for fun. Be sure to catch the moment and create 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.



Wine is poetry

Today, wine is a passion to many. Wine is an accompaniment to life experiences. A celebration to where you are and who you are with. Maybe you can look at a wine list and pick out a wine confidently. Or maybe you just love a sip with good company. You will find lots of delicious wine in the new collection.



As a completely new design with Trollbeads, you find hoops with artistic expression in this collection. Here they are complementing the wine themed beads and clasps in the new collection. A Trollbeads clasp is a piece of art, and this is unique to Trollbeads.



Colour up your day

Trollbeads is world famous for the enchanting way it plays with glass.

The Meadow Moments collection brings you 12 new, very decorative glass beads – all taking you for a stroll in the meadows. Six beads bring you the happy blooming and the joyful humming of insects. The other six beads are faceted, and these are a tribute to nature's beauties. Live with grace, beauty and fresh flowers.

All glass beads are handmade in front of a red-hot, open flame.



Be empowered by gemstones

Spice up and add a luxury feel to your bracelet and necklace with gemstones. Some gemstones are believed to have special powers. Be guided by the wizard with the labradorite, be protected by the owl with the tiger-eye – or make room for success in the cradle with hessonite. Or wear pearls, just like Jackie Kennedy. The white pearl is a symbol of beauty, purity and innocence.



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 **Meadow Moments** 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 9, 2022**.

Prices:

Silver bracelet with beads as shown	€ 680
Necklace with beads as shown	€ 345
Gold-plated bangle with beads as shown	€ 550
Sterling silver bangle with beads as shown	€ 340
Earrings – Wine Hoops	€ 95

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.