

PRESS RELEASE

TROLLBEADS 2021

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Nature's Powers

The new collection from Trollbeads brings you magical powers from nature.

For centuries, plants have been believed to possess magical powers. Across borders legends travel through time and cultures. Plants are used in love spells and potions to protect against storms and lightning.

Harvest the wild and use sacred plants to attract the positive and repel the negative. Stand upright but be flexible to navigate the journey of life. Remember that happiness blooms from within.

People are made of stories. So is nature. Some are defining and some are just for fun. Listen to nature and dare to believe. It just might make luck, fortune, and happiness flow into your home.

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.



Believe in the legends

Nature has a profound power to tranquilize our minds, nurture our bodies and lift our spirits. Some plants and flowers are believed to possess magical powers. In the Nature's Powers collection, you will find some of these plants – in the shape of highly detailed beads and lock, all in sterling silver. Use them for protection ... or just because you love nature. A Trollbeads lock 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. And for the coming season, legends, myths and a tribute to the joyful thrill of creativity are making their way into the collection. 12 new glass beads, ready to add colour to your bracelet or necklace. Most of the glass used in the Trollbeads collection comes from Murano in Italy. For centuries, high quality glass has been produced here. All glass beads are handmade in front of a red-hot, open flame.



Gemstones that bring out the best in you

Gemstones have played various roles in the myths and legends of human cultures throughout history. We have always been fascinated and interested in what can protect us from evil, and what will bring out the best in us. Some gemstones are believed to have special powers. The Nature's Powers collection offers two new, faceted gemstones - Blue Sodalite, which is good for communication and brings calmness to the mind, and Ruby Zoisite, which gives the strength to accomplish dreams.



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 **Nature's Powers** 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, 2021**.

Prices:

Silver bracelet with beads as shown	€ 510
Gold-plated bangle with gemstone as shown	€ 450
Sterling silver bangle with beads as shown	€ 320
Leather bracelet with beads as shown	€ 330
Ring with bead as shown	€ 120
Necklace with beads as shown	€ 325



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.