

## PRESS RELEASE

TROLLBEADS 2020

*Embargoed until April 24, 2020*

### Sunset at the Beach

**You get a warm summer feeling in the new collection Sunset at the Beach collection from Trollbeads.**

The sunset breeze is sweeping in from the sea across the sand dunes. Delightful colours are reflecting the last sun rays of the day. Feel the sand between your toes and dance to the music of the ocean.

Capture the moment and be ready for new adventures.

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.



*Ring with bead as shown: € 180*

### Across the sand dunes

There certainly is a glass bead for every state of mind this summer.

The Sunset at the Beach collection brings you six new, limited edition glass beads in lively colours. The beads are designed in a light and transparent feel that lightens up the day. You can lift your spirit with chill turquoise, pure white, delicate sand, soft rose, fresh green or calm blue.



*Leather bracelet with beads as shown: € 105*

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.

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 bead as shown: € 150*



*Necklace with beads as shown: € 265*

### **Music of the sea**

The sea has music for those who listen. The Sunset at the Beach collection brings you the Conch Lock. Also, dolphins are living playfully in the collection, and they do this on a stunning Spacer.

As the grande finale, you will also find the Mermaid Fantasy Ring – a ring with a mermaid resting upon a bead, dreaming herself away – maybe to a new adventure. The ring can carry your favourite bead of the day. Use it to create new, bespoke looks – every day.



### **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 **Sunset at the Beach** collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **May 22, 2020**.

**Prices:**

<b>Glass bead</b>	<b>€ 45</b>
<b>Silver spacer (bead)</b>	<b>€ 45</b>
<b>Conch lock</b>	<b>€ 65</b>
<b>Fantasy Ring incl. gemstone bead</b>	<b>€ 180</b>
<b>Leather bracelet with beads as shown</b>	<b>€ 105</b>
<b>Necklace with beads as shown</b>	<b>€ 265</b>
<b>Silver bangle with bead</b>	<b>€ 150</b>

**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.*