

PRESS RELEASE

TROLLBEADS VALENTINE'S DAY 2022

Show your love on Valentine's Day



I love your smile. I love when we share a cup of tea. I love you for always being there. I love when we have fun. I love ... you.

Valentine's Day is all about love. All. Valentine's Day gives people the opportunity to show, share and express their appreciation for their loved ones - whether it is their spouse, boyfriend, girlfriend or someone else they want to show their devotion. Love is everywhere.

This year, celebrate Valentine's Day with abundance of hearts. Trollbeads releases a romantic, limited edition glass bead, the Valentine's Hearts, and a stunning new clasp in Sterling silver, the My Love Clasp. Each glass bead is individually handmade from red-hot glass in the open flame. For the woman you love.

Soon comes time for romance and the time for celebrating your loved ones.



The limited edition glass bead can be used on all bangles, bracelets and necklaces – alone or in a beautiful and romantic combination with other beads as hearts and pearls. Try it on the copper bangle. Copper is the metal of love. It is said to embody the nurturing aspect of women and symbolizes charisma, feminine beauty, caring and balance. Also, try it on the Twisted Ring of Change. The look is amazing.

Use the different pieces of jewellery to create new, bespoke looks – every day.

Even more possibilities

The exquisite artisanship 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 new Valentine's Day collection can be mixed and matched with existing and new jewellery - any way you like. The collection is available in stores and online from **January 28, 2022.**



Prices:

Silver bracelet with glass bead and 18K gold bead as shown	EUR 370,-
Copper bangle with Valentine's Hearts bead and 2 copper spacers	EUR 120,-
Silver ring with Valentine's Hearts bead	EUR 110,-
Valentine's Hearts bead	EUR 45,-
My Love Clasp	EUR 65,-

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.