

PRESS RELEASE

TROLLBEADS 2023

At the beginning of the year a magic bean starts to sprout...

It reminds you that magic is inside you, ready to bloom.

Clear your mind and let dreams guide you to wisdom and enlightenment. Remember that flowers grow back even after the hardest of winters. As a fresh start to a new year, Trollbeads brings you a new release with hope and music. Soothing sounds of pink and violet melodies show a symphony of colours and hope, and sometimes it is just one little note that can make your heart vibrate. Who knows ... maybe opening your heart to love will help you regain harmony and even allow you to enter the spotlight with confidence and pride.



We are made of stories. Some are defining and some are just for fun. 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.



Let's play a symphony

Soothing sounds of pink, lilac and violet melodies will bring you a symphony of colours. Music has the power to bring you to a magical world and playing a sweet melody will help keep your worries away. In the new release from Trollbeads, you will find notes and tunes for any day. Spice up with colourful glass and remember that every moment has its own music.



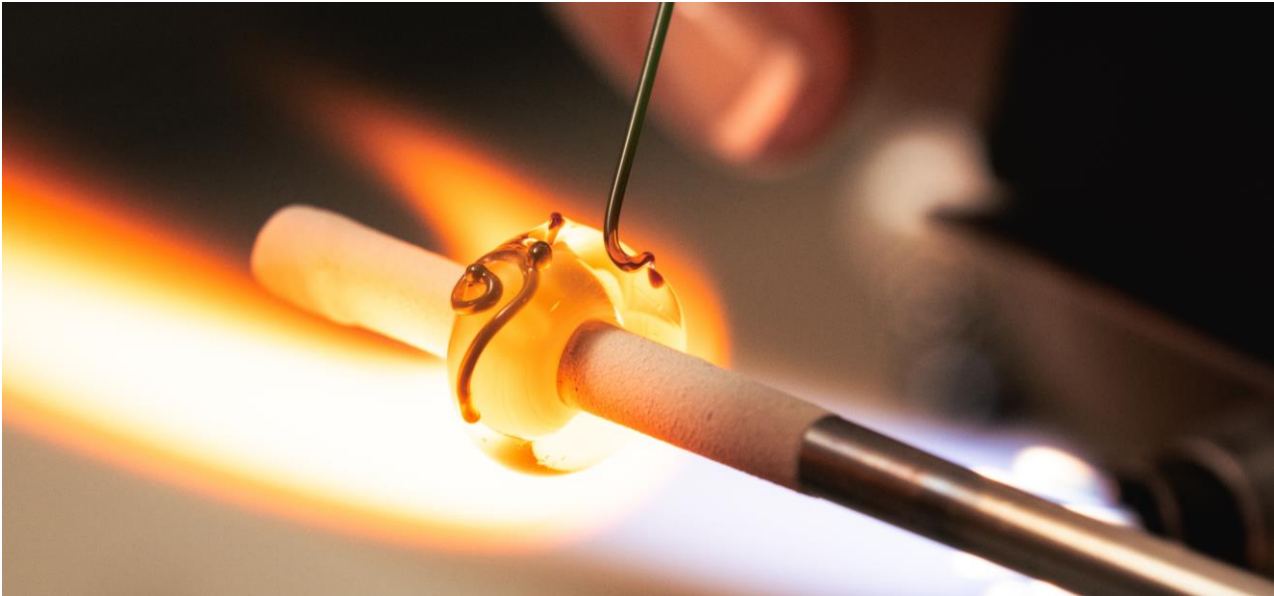
Love, harmony and a strong sense of protection

The new release is bringing you powerful gemstones and strong symbols in glass and Sterling silver. Find the spectacular Trinity of the Heart with its rose quartz, strawberry quartz and feldspar moonstone. This will keep you protected with love and harmony. Or take care of yourself with the green chalcedony, which is a gemstone that gives balance to body, mind and spirit.



Exquisite craftsmanship

Every piece of Trollbeads jewellery is crafted in the highest quality and materials. A small piece of art with a precious story. Trollbeads is world famous for the enchanting way it plays with glass, and all glass beads are handmade in front of a red-hot, open flame.



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 **new release** can be mixed and matched with existing and new jewellery - any way you like. Discover a unique gift for yourself or for someone you love. The collection is available in stores and online from **January 20, 2023**.

Prices:

Silver bangle with Magic Bean and 4 other beads as shown	€ 280
Bracelet with beads as shown	€ 450
Silver bangle with Trinity of the Heart and 4 other beads as shown	€ 345

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.