

Discover Trollbeads

Trollbeads are one of the most unique and exciting jewelry lines on the market today. If you don't know about Trollbeads, you soon will. Starting in the east, the jewelry line has been traveling north and south and finally westward quietly waking up marketplaces and creating avid collectors along its path.

Trollbeads is an interchangeable jewelry line from Denmark. The line consists of a few hundred artist designed beads along with the silver and gold chains for use with the beads. That may sound simple but it's anything other than simple. For over 30 years Trollbeads has been gaining in recognition but ever since it was brought to the U.S. by Morten Petersen the line has skyrocketed in popularity. Under his direction Peterson (who owns Lund Trading, the U.S. Distributor for Trollbeads) has given America a line of jewelry that is evolving, sophisticated yet playful and intriguing. In the past 2 years alone the company has experienced unheard of growth rates in sales and judging by the first quarter, 2008 will be another record breaking year.

Imagine a group of extremely talented artists collaborating and combining their talents to design and producing beautiful and wearable beads. Imagine the variety and the pure artistic value. In a catalog offered by Trollbeads retailers you can read about the artists and learn which of the beads they have designed. In sterling silver, 18K gold, fine Lamp-worked Murano glass and Amber, the Trollbeads jewelry line inspires every collector that discovers it. Less commercial than other bead lines Trollbeads appeals to collectors that recognize quality and designs that stand the test of time. Many of the original designs produced in the late seventies and early eighties are still in the line today. Beads like "Happy Universe", "Buddha" and "Transformation" speak to us of deeper meanings and transforms jewelry to reflect meaning and send endearing messages.

Every bead has a story, every story has a bead. It's true and it harkens back to the original charm bracelets and in fact Trollbeads has been referred to as the "New Age" charm bracelet. One of the most beneficial features of the Trollbeads jewelry is that you change and add beads on your own. No jeweler is needed. One day wear your beads in a necklace and the next day wear them on a bracelet.

Some of the beads in the line include the exquisite and colorful Murano glass beads number over 130 and that doesn't even include the assorted glass beads the company offers to its top dealers which are unique and are not a part of the main line. All sterling silver beads, all 18K Gold beads and a combination of silver and gold beads comprise the metals offerings. The combination of both metals allows the collector to have a little gold without having to spend as much. The newest material offered is Amber and makes a beautiful bracelet as it has many hues and tones from honey to caramel sunset. The amber beads are carefully carved, sanded and formed out of solid raw amber chunks. It's the residue of frozen insects remaining in the amber dating back thousands of years that give the beads their mystique and allure.

If you haven't yet seen Trollbeads go to www.trollbeadsgallery.com or to Lund Distributing at www.trollbeadsUS.com and search for a store nearest you. Please note only a handful of dealers carry the assorted beads.

About the Author

I've owned and managed a fine art and jewelry gallery in Massachusetts for 30 years. Eight years ago I expanded and opened another retail store selling home furnishings and interior design. I recently opened a third store in Boulder, Colorado with my son selling jewelry and am serving in an advisory position. I have also consulted with retailers for maximising displays, marketing and coaching in developing a stores' unique brand. I also own and manage an on line store selling Trollbeads. www.trollbeadsgallery.com

Source: <http://www.article-idea.com>