



## PANDORA ESSENCE COLLECTION LAUNCHES TODAY

*COPENHAGEN, Denmark, 4th November 2013, PRNewswire/- From today, women can purchase the PANDORA ESSENCE COLLECTION at Concept Stores in select markets around the world. PANDORA's new collection of fine jewellery allows women to express their inner values.*

Featuring a slender sterling silver bracelet with an accompanying assortment of charms, hand-finished from precious metals and semi-precious stones, the new and meaningful collection taps into current trends for personal expression and emotional connection.

Symbolising meanings that enable women to express their true inner self and beliefs, the collection of 24 sterling silver charms is crafted from symbolic materials, colours and patterns that represent key values such as joy, trust, passion, confidence, love, courage, faith, wisdom and many more.

Founded on extensive research compiled with the help of thousands of women across the globe, PANDORA ESSENCE COLLECTION is created by women to inspire women, and deciphers the values that matter most to women in today's world. "Now women can not only celebrate their unforgettable moments in life with their bracelet, they can also express their inner values," says PANDORA's Chief Creative Officer, Stephen Fairchild.

The slender sterling silver PANDORA ESSENCE COLLECTION bracelet features the signature PANDORA lock, and is the perfect backdrop for the collection's expressive and ornamental charms. Charms are designed specifically for the collection's bracelet and slide and secure in place thanks to an innovative solution based on a flexible silicone grip built inside the sterling silver core of each charm. In this way, women can take total control of their styling and expression, taking PANDORA's commitment to jewellery customisation and inspiring individuality even further.

*Express the essence of you.*

[#PANDORAessencecollection](https://www.pandora.net/essencecollection)

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## **ABOUT PANDORA**

World-renowned for its high quality and hand-finished jewellery at affordable prices, PANDORA designs, manufactures and markets modern jewellery made from genuine materials. Inspiring women to embrace their individuality and express their personal style, PANDORA's romantic and feminine jewellery captures the unforgettable moments of life. PANDORA's unique and detailed designs combining traditional craftsmanship with modern technology are sold in more than 70 countries across six continents through approximately 10,300 points of sale, including more than 1000 concept stores. Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA is publicly listed on the NASDAQ OMX Copenhagen stock exchange. For more information, please visit [www.pandoragroup.com](http://www.pandoragroup.com) or be inspired at [www.pandora.net](http://www.pandora.net)