



PANDORA ESSENCE COLLECTION LAUNCHES TODAY

COPENHAGEN, Denmark, 4th November 2013, PRNewswire/- Beginning today, women can purchase the PANDORA ESSENCE COLLECTION at PANDORA Stores in select markets around the world. PANDORA's new collection of fine jewelry 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.

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

Founded on extensive research with the help of thousands of women across the globe, PANDORA ESSENCE COLLECTION is created by women to inspire women, and honors 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 jewelry customization and inspiring individuality even further.

Express the essence of you.

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

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ABOUT PANDORA

World-renowned for its high quality and hand-finished jewelry at affordable prices, PANDORA designs, manufactures and markets modern jewelry made from genuine materials. Inspiring women to embrace their individuality and express their personal style, PANDORA's romantic and feminine jewelry captures the unforgettable moments of life. The strength of the PANDORA charm bracelet is the detailed design, the high quality and the unique threaded bracelet system on the classic bracelet (U.S. Pat. No. 7,007,507). 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 1,000 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, find us on Facebook or follow us on Twitter or be inspired at www.pandora.net