



**FOR IMMEDIATE RELEASE**

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## **PANDORA Jewelry Introduces Sparkling Letter Pendants**

**COLUMBIA, MD** — April 2, 2014 – This spring, [PANDORA Jewelry](#) offers women a new form of personal expression — shimmering pavé letter pendants. The sterling silver and cubic zirconia pendants can be worn on a necklace chain or paired with a favorite PANDORA charm bracelet.

The [complete alphabet of pendants](#), as well as the ampersand, allows women to add custom monograms, words and phrases to their PANDORA jewelry. Spell out a favorite word, such as “Live,” “Laugh,” “Love” or combine the letters of a school or Greek affiliation. For a fashion-forward look, layer an initial with other meaningful pendants on multiple bracelets or necklace chains of varying lengths.

“We’re thrilled to introduce the letter pendants, which have been a top consumer request for a long time,” said Angel Ilagan, Vice President, Marketing, PANDORA Jewelry, Americas. “This addition to our collection gives women the opportunity to express themselves and their personalities in a whole new way.”

To achieve the level of detail on each hand-finished sterling silver pendant, PANDORA craftsmen use a micro bead-setting to fit cubic zirconia stones into tapered holes that are almost level with the surface. The stones are held in place by small metal beads.

The new letter pendants retail for \$35 each and are now available to consumers. To view the entire spring collection or locate an authorized PANDORA retailer, visit [www.pandora.net](http://www.pandora.net).

*NOTE TO EDITORS: For more images, editors and reporters only can contact Heather Woolford (410-234-2519 or [heather.woolford@gkv.com](mailto:heather.woolford@gkv.com)) or Keshia Holland (410-309-0200 or [kholland@pandora.net](mailto:kholland@pandora.net)).*

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### **About PANDORA**

*For more than 30 years, PANDORA has been making its mark in the international fine jewelry industry and is world-renowned for its high-quality, hand finished designs made from genuine materials at affordable prices. The collections inspire women to embrace their individuality with romantic and feminine pieces that capture 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 (U.S. Pat. No. 7,007,507). The affordable luxury collections include customizable charm bracelets, rings, earrings, necklaces and watches made from sterling silver and 14K and 18K gold. Perfect for any occasion, PANDORA jewelry is sold in over 80 countries on six continents in over 10,300 locations, including*

*approximately 1,100 PANDORA branded concept stores. To view the PANDORA collection, build a personal piece online or locate a jeweler, please visit [PANDORA.net](http://PANDORA.net). For news and updates, find us on Facebook or follow us on Twitter.*

*Headquartered in Copenhagen, Denmark, PANDORA employs over 8,500 people worldwide, of whom more than 5,900 are located in Gemopolis, Thailand, where the company manufactures its jewelry. PANDORA is publicly listed on the NASDAQ OMX Copenhagen stock exchange in Denmark. In 2013, PANDORA's total revenue was DKK 9.0 billion (approximately EUR 1.2 billion). For more information about PANDORA, please visit [www.pandoragroup.com](http://www.pandoragroup.com).*