

**FOR IMMEDIATE RELEASE**

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## Spring Takes Flight with the New PANDORA 2014 Collection

**COLUMBIA, MD** — March 20, 2014 — [PANDORA](#) brings the joy and promise of spring to life with its [new collection](#) of hand-finished jewelry, featuring delicate butterflies, blooming flowers, and pretty pastels, as well as delightful new charms to celebrate special pastimes.

Intricate butterflies spread their wings across classic jewelry styles in the new PANDORA collection. From dangles and clips, to rings and earrings, the butterfly motif stands out as a symbol of spring and renewal. Pavé charms are re-imagined with multi-colored patterns, sparkling butterfly shapes and floral openwork designs.

White enamel daisies are in bloom on new sterling silver charms, rings and earrings. Offset the pretty floral trend by wearing the dainty charms on a braided leather bracelet. Rings with a single daisy or an arrangement of three flowers can be combined for a statement ring look.

Echoing the colors of the runway, PANDORA's palette of purple, lavender and light pink puts a fresh spin on timeless designs. Faceted glass dangles in three shades coordinate with drop earrings and add grown-up elegance to a springtime look. Light blue, pink and white Murano glass charms catch the light with butterfly and daisy motifs.

Commemorate favorite pastimes with the sterling silver artist's palette, speckled with six colorful zirconia paint dots, or the sterling silver volleyball, lacrosse, equestrian or bicycle charms. Four-legged friends are immortalized with the sterling silver paw prints heart and the "I love my dog" bone, made from sterling silver and cubic zirconia. Celebrate international adventures with a sterling silver and red enamel Chinese lantern and a sterling silver London postcard, or show American pride with a red, white and blue enamel U.S. map.

"The new PANDORA collection brings to life everything we love about the season, from the soft spring colors to the fragile beauty of butterflies," said Angel Ilagan, Vice President, Marketing, PANDORA, Americas. "We are also very excited about the new hobby charms, which are sure to delight PANDORA enthusiasts, from artists to athletes."

PANDORA's collection of stackable rings is also updated for spring with thin, sterling silver eternity bands sparkling with colored cubic zirconia. The delicate rings can be worn together or stacked with rings from PANDORA's existing collection.

Celebrate the femininity of spring by adding to or starting your PANDORA collection. The new spring pieces start at \$35 in sterling silver. To view the new pieces 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)).

## **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).*