



FOR IMMEDIATE RELEASE

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PANDORA Spring Collection Pops with Pretty Pastels

COLUMBIA, MD —March 31, 2014— Inspired by the runway and color trends for 2014, PANDORA’s new spring collection radiates the warmth of the season with a palette of soft pastels — from light pink to luscious lavender.

Spring’s ladylike pastel trend is at your fingertips with PANDORA’s gorgeous new sterling silver cocktail rings. White and lavender-hued cubic zirconia stones are facet-cut and set inside a halo of shimmering stones on the new statement rings. Frame the glamorous rings with new eternity bands, featuring square, princess-cut stones in pink, purple and white.

Welcome the warmer weather with new faceted drop earrings in soft pink, light purple and limited edition lavender on sterling silver hooks. New Brilliant Legacy stud earrings in white, with checkerboard-cut cubic zirconia, add a touch of glamour to a casual look, or enhance an elegant ensemble.

Give your wrist a subtle pop of color with the limited edition soft pink and lavender multi-strand bracelets with a sterling silver clasp, the newest additions to the PANDORA Moments collection.

“Our new spring collection in soft, feminine colors echoes the trends seen on runways around the world,” said Angel Ilagan, Vice President, Marketing, PANDORA, Americas. “Delicate and luxuriously affordable, the new hand-finished pieces add a touch of spring to any look.”

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.

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