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## **PANDORA Jewelry's New Disney-Themed Collection Celebrates Mickey Mouse and Minnie Mouse**

**COLUMBIA, MD – December 5, 2014** – Mickey Mouse and Minnie Mouse turn on the charm this season, as part of [PANDORA Jewelry](#)'s new Disney-themed collection. The original assortment of hand-finished jewelry, released in collaboration with [Disney Consumer Products](#), includes charms inspired by the iconic silhouettes, patterns and colors of Disney's most iconic couple.

Sterling silver Mickey and Minnie icon dangles accented with black and red enamel celebrate Disney's classic designs. Wear the charms on your favorite PANDORA bracelet, or style the charms as pendants on necklace chains of varying lengths to celebrate your love of Disney.

Disney's eternal sweethearts are celebrated on a sterling silver "Minnie and Mickey Kiss" heart-shaped charm featuring red and black enamel designs, with engraved Walt Disney script expressing "Believe in Magic." The Mickey and Minnie double-heart sterling silver dangle with six bezel-set black crystals and red enamel commemorates the pair's courtship, which has been going strong since they first debuted together onscreen in 1928.

Mickey and Minnie sparkle on sterling silver clips encrusted with clear and red cubic zirconia. A sterling silver clear pavé charm with intricate cutouts and a spacer set with 24 clear crystals are inspired by Mickey's instantly recognizable silhouette. The charms add whimsical style to PANDORA's layered leather bracelets, sterling silver bangles or multi-strand color cords.

"Mickey Mouse and Minnie Mouse are not only favorite Disney characters, they represent optimism, goodwill and happiness," said Beth Moeri, Chief Merchandising Officer, PANDORA, Americas. "We're thrilled to offer charms that meet our exacting quality standards, while preserving the integrity and hopeful spirit of Walt Disney's original designs."

The initial launch of PANDORA's co-branded Disney jewelry collection includes 25 charms, which are currently sold at PANDORA concept stores throughout the U.S., as well as Canada, Mexico, Puerto Rico, Central America and the Caribbean. Sterling silver pieces from the new collection start at \$35.

To discover the Disney jewelry collection from PANDORA, visit [PANDORA.net](http://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 10,000 points of sale, including approximately 1,200 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](#).

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 9,000 people worldwide of whom 7,000 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, please visit [www.pandoragroup.com](http://www.pandoragroup.com).

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