



**FOR IMMEDIATE RELEASE**

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## **PANDORA Jewelry Takes Flight with the Spring 2015 Collection**

**COLUMBIA, MD** —Celebrate the new season with [PANDORA Jewelry](#) and the [Spring 2015 Collection](#) featuring pieces inspired by nature. The affordable luxury brand blooms with elegant pieces paying tribute to the symbol of transformation: the butterfly.

New beginnings are showcased in the collection as statement pieces that capture the ethereal movements of a butterfly in flight. The asymmetric, abstract butterfly statement ring and pendant necklace feature glittering micro-set cubic zirconia set in sterling silver, accentuating the beauty and sophistication of the butterfly. The necklace can be styled in three different lengths to accessorize any look.

Tiny, delicate butterfly studs with dazzling stones in sterling silver or 14K gold add a touch of simple elegance to any spring occasion. Complete the look with the Fluttering Butterflies charm added to a bangle bracelet; it is available in light-pink enamel or shimmering pavé and features delicate cutout detail.

Spring calls for subtle sophistication when accessorizing an outfit. Style a bracelet or a necklace chain with the Sparkling Butterfly dangle charm in sterling silver or PANDORA Rose™, featuring 92 clear stones set in a whimsical rose-pink hue, perfectly capturing the spirit of spring.

“Butterflies are a representation of a new beginning, which is a perfect symbol for spring,” said Charisse Ford, Chief Marketing Officer, PANDORA Americas. “The new pieces capture the transformation the new season brings and offer women a unique and beautiful way to celebrate the season.”

The Spring Collection is now available in stores. To locate an authorized retailer or view the entire collection, visit [www.pandora.net](http://www.pandora.net).

**NOTE TO EDITORS:** For more images, editors and reporters only can contact Stacey Wynia (410-234-2519 or [stacey.wynia@gkv.com](mailto:stacey.wynia@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 and necklaces made from sterling silver and 14K and 18K gold. Perfect for any occasion, PANDORA jewelry is sold in over 90 countries on six continents in over 9,900 points of sale, including approximately 1,400 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 11,400 people worldwide of whom 7,900 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 2014, PANDORA's total revenue was DKK 11.9 billion (approximately EUR 1.6 billion). For more information, please visit [www.pandoragroup.com](http://www.pandoragroup.com).*