



FOR IMMEDIATE RELEASE

March 31, 2015

Keshia Holland, PANDORA

o: 410-309-0200

kholland@pandora.net

Stacey Wynia, GKV

o: 410-234-2519

Stacey.wynia@gkv.com

PANDORA Jewelry's Spring Collection Flourishes This Season with Floral Designs

COLUMBIA, MD — [PANDORA Jewelry](#) is blossoming with a beautiful new [spring collection](#) featuring on-trend floral pieces of delicate primrose and glamorous daisies.

Celebrate the magic of nature with magnificent statement [rings](#) in lovely bouquets. Clusters of crisp white daisies with sparkling embellishments encapsulate the beauty of a spring garden in bloom. Wear the statement ring alone to complement your everyday outfit or pair it with the white daisy dangle charm on a sterling silver necklace chain for a completed look.

Embrace new beginnings with the white primrose dangle charm studded with shimmering stones. Wear it on a bangle bracelet or layered on a necklace chain to embrace the season. Add a touch of glitter with a solitary white primrose ring or matching stud earrings for a simple, sophisticated spring look.

Vivid Murano glass charms with tiny white daisies captivate the warmth of the season in a delightful pairing of color and craftsmanship. Layer the charms on a bracelet to create a vibrant design of swirling flowers or pair them with other floral pieces in the collection for a personalized, themed bracelet.

Dazzling Daisies with clear, micro-set stones in sterling silver are a glamorous way to incorporate spring into day-to-day looks. Delicate daisies in single, triple and cluster rings are perfect for stacking into bold bouquets to create your own statement piece. The three-dimensional daisy dangle is designed to catch the light of spring with shimmering cubic zirconia. Complete the look by adding the daisy dangle charm to a bracelet or wear it as a pendant on a layered necklace chain for a luminous look.

"Floral patterns are a prominent trend on the runways this spring and this collection really captures the look," said Charisse Ford, Chief Marketing Officer, PANDORA Americas. "The timeless, versatile designs in this collection are a perfect addition to your new style of the season."

The spring collection is now available in stores. To locate an authorized retailer or view the entire collection, visit 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) or Keshia Holland (410-309-0200 or 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 pendants 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. 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.