



FOR IMMEDIATE RELEASE

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Let Your Style Blossom with the New Spring Collection from PANDORA Jewelry

COLUMBIA, MD — The season blooms with [PANDORA Jewelry](#) as the affordable luxury brand celebrates new beginnings and the magic of nature with this year's spring collection. Mirroring the latest trends seen on the runways, the new collection incorporates the purity of spring with delicate designs and white florals.

Capture the spirit of the season with the symbol of new beginnings: the butterfly. Abstract butterflies set in glittering cubic zirconia come in a statement ring and pendant necklace. Tiny, delicate butterfly studs in sterling silver or 14K gold add a touch of simple elegance to any occasion.

This collection introduces a series of new rings in modern, graphic, geometric patterns seen on this season's catwalks. Sterling silver and 14K gold bands come in a variety of styles, vintage-inspired settings and brilliant cut stones. All the rings are stackable to create a one-of-a-kind look. Wear one for a simplistic shimmer, or stack three or four to create an original statement piece.

Floral pieces in white enamel and dazzling stones embody the blossoming flowers of the new season. The white floral bouquet ring is the perfect addition to any springtime look, creating a statement piece that aligns with the beauty of nature. Dazzling daisies set in sterling silver and cubic zirconia in bands, earrings, a dangle charm and statement rings display the timeless elegance of the dainty flower. Wear the daisies as a delightful bouquet or alone for a hint of shimmering beauty.

"This new collection brings to life everything we love about the new season, from the soft spring colors to the fragile beauty of butterflies and blooms," said Charisse Ford, Chief Marketing Officer, PANDORA Americas. "The modern, contemporary collection has something for every woman, ranging from on-trend statement pieces to subtle hints of spring beauty."

Add to or start your jewelry collection this March with PANDORA's bracelet promotion March 19 through March 22. Spend \$100 and get a sterling silver Pandora Clasp, Heart Clasp, Bangle, ESSENCE or PANDORA Rose™ Bracelet. Spend \$500 and receive a two-toned Pandora Clasp Bracelet, two-toned Bangle Bracelet or two-toned ESSENCE Bracelet. The spring collection is available in stores on March 12, 2015. 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).

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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 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.