



March 16, 2017

PANDORA LAUNCHES NEW COMMUNICATION CAMPAIGN TOGETHER WITH NEW COLLECTION

In celebration of the new Spring/Summer 2017 collection, PANDORA launches "DO", a new multifaceted campaign that will inspire women to be true to themselves and what they believe in.

In celebration of the new Spring/Summer 2017 collection, PANDORA launches "DO", a new multifaceted campaign that will inspire women to be true to themselves and what they believe in.

Copenhagen, 2017-03-16 16:56 CET (GLOBE NEWSWIRE) --

On 16 March 2017, the jewellery company PANDORA officially launches its new Spring/Summer 2017 collection. The collection consists of four parts; Spring, Mother's Day, Summer and High-Summer, where Spring traditionally is the largest. PANDORA's Spring/Summer 2017 collection consist of 164 new pieces of jewellery including 26 charms with motifs inspired by the popular Disney characters.

This year, PANDORA also introduces several new rings and earrings, not to mention a completely new bangle. Thereby PANDORA moves closer to become a full jewellery brand that enables women to express their style, celebrate their life and relive a feeling in new ways.

"PANDORA's Spring/Summer 2017 collection is bright, versatile and strong; like women. Each piece stands for something positive that women can admire and believe in, in terms of roots, actions and aesthetics. What they choose says something about them," says Stephen Fairchild, Senior Vice President and Chief Creative Officer at PANDORA.

New campaign to enforce the message

Together with the new Spring/Summer 2017 collection, PANDORA launches a new communication campaign, which celebrates women to be true to who they are and take positive action.

"PANDORA is a brand rooted in transparency for more than 30 years, offering authenticity and dedication in our actions for bettering ourselves and others. The DO campaign and our new collections celebrate and bring this ethos to the forefront, ensuring that together, we are doing what is true to us," explains Minna Philipson, Senior Vice President and Chief Marketing Officer at PANDORA.

A commitment to taking positive action has been at the heart of PANDORA since its inception in 1982. The Company is continually doing more to reduce its environmental impact and promote sustainable behaviours by championing conscious practices across all areas of production — from design, materials and supply chain to, most importantly, happy and healthy people.

With the assurance that PANDORA reflects shared ideals of social and environmental responsibility, like-minded women will find motivation in DO to validate their beliefs.

"Feeling proud to wear PANDORA jewellery as not only a style statement but a symbol of something "bigger", DO will inspire a new strength and determination to be honest about who you are and what life means to you," says Minna Philipson.

[Read more about the new collection here.](#)

PUBLIC RELATIONS

Vita Clausen

Director, Global PR, Marketing

T +45 7219 5751

E vicl@pandora.net

CORPORATE MEDIA

Kristian Lysgaard

Director, Corporate Communications
T +45 7219 5774
E krlly@pandora.net

INVESTOR RELATIONS
Magnus Thorstholm Jensen
Vice President, Head of Investor Relations
T +45 7219 5739
E mtje@pandora.net

Brian Granberg
Investor Relations Officer
T +45 7219 5344
E brgr@pandora.net