

## **PRESS RELEASE**

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# **PANDORA SHOWCASES ORIGINALITY WITH NEW AUTUMN 2017 COLLECTION AND MARKETING CAMPAIGN**

PANDORA, the leading international jewellery manufacturer and retailer, today launches its Autumn 2017 collection, a completely new range of jewellery inspired by several key trends including mixed metals and geometric shapes. The collection also features an innovative new stone cut, 'The Octagon Fancy Cut', which has been specifically cut to add sparkle and brilliance compared to traditional round cuts.

Stephen Fairchild, Chief Creative Officer, PANDORA, said:

"Our Autumn 2017 collection encapsulates the originality and creativity of thought and design expertise we have at PANDORA. We allow the metals to speak for themselves, adding their characteristic warm or cool colour to looks. Tonal stones and crystals, translucent cubic zirconia and glittery enamel and glass further underscore the metal shades. We explore the play on light when materials are combined, and the way in which articulated designs cast shadows and light."

Within the Autumn collection, PANDORA is launching around 20 additional products that have been brought to the market ahead of schedule. Reflecting PANDORA's market-leading manufacturing capabilities and improved production lead times.

### **NEW MULTIFACETED MARKETING CAMPAIGN**

In conjunction with the new jewellery collection, PANDORA is launching a new marketing campaign "DO See The Wonderful", designed to inspire women to see the wonderful in their everyday life.

As part of the campaign, PANDORA will launch the #DOSeeTheWonderful social media challenge, motivating all women to capture their precious, everyday moments and sharing them with PANDORA using the hashtag #DOSeeTheWonderful and following @theofficialpandora. Through this campaign, PANDORA kicks off a global conversation about women's everyday triumphs; from those that are life changing through to daily personal achievements.

Minna Philipson, Chief Marketing Officer, PANDORA, said:

"At PANDORA, we want women to celebrate all the wonderful things they and other women do each day because these moments represent important fragments of their lives. Our jewellery can act as a symbol of these everyday achievements and the things we cherish."

[Click here for further information about PANDORA's Autumn 2017 collection.](#)

**ABOUT PANDORA**

PANDORA designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. PANDORA jewellery is sold in more than 100 countries on six continents through around 7,700 points of sale, including more than 2,200 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs around 22,300 people worldwide of whom around 13,200 are located in Thailand, where the Company manufactures its jewellery. PANDORA is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2016, PANDORA's total revenue was DKK 20.3 billion (approximately EUR 2.7 billion).

**CONTACT**

For more information, please contact:

**PUBLIC RELATIONS**

Vita Clausen  
PR Director, Group Marketing  
T +45 7219 5751  
E [vicl@pandora.net](mailto:vicl@pandora.net)

**CORPORATE MEDIA**

Martin Kjærsgaard Nielsen  
Head of Global Media Relations  
Corporate Communications  
M +45 5077 5271  
E [mnie@pandora.net](mailto:mnie@pandora.net)