

**PRESS RELEASE**

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PANDORA A/S  
Hovedvejen 2 | DK-2600 Glostrup | Denmark  
Tel. +45 3672 0044 | Fax +45 3672 0800  
www.pandora.net

## **PANDORA LAUNCHES THE PANDORA ESSENCE COLLECTION**

On 4 November 2013, PANDORA launches the PANDORA ESSENCE COLLECTION. PANDORA ESSENCE COLLECTION is a new charm bracelet concept featuring a slender sterling silver bracelet with an accompanying assortment of charms, hand-finished from precious metals and symbolic stones, each representing an inner value.

The PANDORA ESSENCE COLLECTION taps into current trends for personal expression and emotional connection. The collection is founded on extensive research compiled with the help of thousands of women across the globe. The collection of 24 sterling silver charms features symbolic materials, colours and patterns that represent inner values such as joy, trust, passion, confidence, love, courage, faith and wisdom.

The PANDORA ESSENCE COLLECTION will be a supplement to PANDORA's existing collection and employs a new, innovative solution based on a flexible silicone grip inside the sterling silver core of each charm. The silicon core allows the charms to slide on to the bracelet and provides for individual customisation and styling.

*"The PANDORA ESSENCE COLLECTION has been created to add a new dimension to our successful, existing collection of charms and bracelets by focusing on the meanings and values in life,"* says Allan Leighton, President and CEO at PANDORA. *"We are excited to offer this collection to our existing customers as well as new ones."*



The PANDORA ESSENCE COLLECTION will be launched in Concept stores in select markets around the world on 4 November 2013.

## **ABOUT PANDORA**

PANDORA designs, manufactures and markets hand-finished and modern jewellery made from genuine materials at affordable prices. PANDORA jewellery is sold in more than 70 countries on six continents through approximately 10,300 points of sale, including approximately 950 Concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 6,900 people worldwide of whom 4,900 are located in Gemopolis, Thailand, where the company manufactures its jewellery. PANDORA is publicly listed on the NASDAQ OMX Copenhagen stock exchange in Denmark. In 2012, PANDORA's total revenue was DKK 6.7 billion (approximately EUR 900 million). For more information, please visit [www.pandoragroup.com](http://www.pandoragroup.com).

## **CONTACT**

For more information, please contact:

**Jakob Risom Langelund**, Press Officer

Phone: +45 3673 0634 | Mobile: +45 6165 6540

Email: [jarl@pandora.net](mailto:jarl@pandora.net)