



THE
LITTLE
THINGS

KEA
PBA Jewellery, Technology & Business
Spring 2017

TR  LLBEADS
THE ORIGINAL SINCE 1976

Our Story



EVERY STORY HAS A BEAD
EVERY BEAD HAS ITS STORY
LET'S CELEBRATE THE LITTLE THINGS

Women have stressful busy lives; work, family, friends and expectations. Always seeking a sense of belonging.

It is important for women to take a moment and shed the light on the happiness of the little things in life and how she celebrates them.

Always believe something wonderful is going to happen. Even with ups and downs, never take a day for granted. Happiness often comes from noticing and enjoying the little things.

Smile, and cherish life. These beads will create a reminder of these powerful nostalgic moments.

The Little Things



Our Customers





Denmark

HANNAH / 36 / ZOOKEEPER

I love Trollbeads because of its details and uniqueness. I have 700 beads consisting of 400 glass beads and 300 silver beads. I love all my beads because they each tell a story and meaningful to me.



Hong Kong

MAVIS / 32 / MARKETING

I started collecting Trollbeads about 2 years ago. My favorite bead at the moment are amber beads. I recently purchased 6000HKD worth beads from single buy. I love their power and beautiful color.



Taiwan

VIVIAN / 39 / OFFICE MANAGER

I host a fan page in Facebook for all the Trollbeads fans. We share our inspirations and styling ideas. We swap beads and trade them. I seek after rare items but also buy new beads when they appeal to me. My favorite silver beads are the flower ones as they can match with many other kinds of beads.



Japan

JUNKO / 31 / ACCOUNTANT

I like Trollbeads' design of the beads with nice details. Color matching and styling are important for me when I wear a bracelet. I started my TB journey about 3 years ago. I like flower series and designs remind me of my life experience and beliefs.

MARTHICKBEADS I like to play with beads.

TAG: TROLLBEADS



USA

MARTHA / 48 / MEDIA

I am fairly new as Trollbeads collector (3 years). I know many fans (in my area) moved from Pandora to TB because they do not like too many CZ in P. I blog about my bead experience in SoMe.



Thailand

ONNIPHA / 34 / STAY AT HOME MOM

I begin collecting Trollbeads 2 years ago. I also collect other brands like OHM and Pandora. I purchase beads mostly for design detail and color matching. I have about 200 beads from various brands.

Customer Segmentation

Newbie



New to Trollbeads



Facebook and Instagram active

Constantly looking for inspiration and styling

Younger age group than existing TB customers

Simple does it all



Fashion conscious

Bloggers

Favors simple styling and stacking

Mix-and-Match



Zen & Simple





Rising Star



I want to be a collector



Growing interest in collecting TB

Very active on Facebook

Love to share own collections as well as inspiration for styling

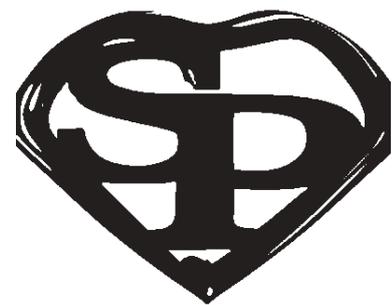
Brand ambassador



Die hard fans

Everything about TB

Love to share ideas and collections on SoMe, especially Facebook



Super Promoter





The Little Things

Trollbeads celebrates the diversity
of beads and stories.

We embrace it and therefore our
collection celebrates diversity of
happiness over the little things.

Every story has a bead
Every bead has its story



Wonderlust



THE LITTLE THINGS

WONDERLUST

JOLAN VAN DUFFELEN

An adventure can be around any corner and life is one big travel.

Keep your eyes and mind open to welcome new experiences and seize the day.

WEIGHT: 3,4G

MAIN MATERIAL: SILVER 925





Perception



THE LITTLE THINGS

PERCEPTION

SAMANTHA GAIA ANAHATA HANSON

The third eye is our ability to see what might be, to accept what is and to have an open mind.

It is the subconscious awareness in the surroundings and interactions of our environment.

"I seek to understand and to learn from my life experiences. I trust my insight and intuition."

WEIGHT: 3,0G

MAIN MATERIAL: SILVER 925



Rays of Sunshine



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RAYS OF SUNSHINE

IDA MØLLER

The warmth of the sunshine in the first days of spring fills your body and soul with vitality and new energy.

The garnet is believed to revitalize and regenerate your inner strength. Just like sunshine after a long winter.

WEIGHT: 5.0G

MAIN MATERIAL: SILVER 925





Little Zen One



THE LITTLE THINGS

LITTLE ZEN ONE

HERINE TSUI

This little guardian is full of compassion and fortitude.

O-Jizo-sama will give you inner peace and guide you on your journey.

WEIGHT: 4,6 G

MAIN MATERIAL: SILVER 925



Blossom



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BLOSSOM

HERINE TSUI

Tiger lily is presented in Buddhism and other religions as a flower of mercy and compassion.

This full bloom flower also symbolizes beauty, friendship and prosperity.

WEIGHT: 6,4G

MAIN MATERIAL: SILVER 925



Our Display Solution



Our display is fit to showcase our collection as well as all Trollbeads products.

A more playful solution with a theme to tell a story, to create emotions for customers and yet to represent Trollbeads.

The solution is budget-friendly so that it also could be a potential promotional item for our loyal customers.



Our goal is to create a modern display solution.

The display solution should be playful and fun. We aim to generate a floating illusion with matte finish to showcase the jewellery.

The system is inter-changeable and flexible with affordable price.

We want to inject subtle colours in the display to reflect our brand so that we can further engage our customers.

Display

“I really like the concept. I think most of the Troll girls would need some of these Little Things!” Ka Ming, Hong Kong



“I think the display concept is smart. Maybe I can get a set for my own collections at home one day.” Cherie, China



“I pick Blossom because it is cute and round. I like gold beads in general.” Kato, Hong Kong

Overall Feedback

“I like Blossom most as it goes really well with fantasy necklace.”

Carina, Trollbeads shop manager, Denmark



“My favorite one is Little Zen One. The text is beautiful and matches well with the bead and concept. I can see myself buying this.” Hannah, Denmark

“I like Rays of Sunshine as it also reminds me of sunshin and daisy. It would be even better if there are details on both sides of the bead.” Mavis, Hong Kong

“I like Wonderlust’s story and the idea behind it.

I think it is better to make it bigger in size and an alternative hole position. I would not mind to have more details on it.” Tanni, Denmark

“The text of Perception is really nice. I also like the formation of the eye bead.” Frankie Man, Singapore

