

Introducing Pandora Me

— a new and minimalist collection of empowering and symbolic jewellery for Gen Z.

Crafted to express the things you love, Pandora Me is an all-new collection of jewellery designed to express what makes you, you. Comprising 18 dangle charms, a chunky chain link bracelet, two sleek bracelets, single stud earrings and a safety pin brooch, all exclusively hand-finished in sterling silver, the collection features micro symbols that each have meaning; it's up to the wearer to define it.

40333 PK FFF1
RVP-501



My Magical Unicorn Dangle Charm

"The unicorn reminds me of my baby sister. She loves unicorns at the moment."

My Moon Dangle Charm

"The first blue moon of 2004 was on 19 February, the day I was born, so I really love this one."

My Nature Dangle Charm

"Family means a lot to me. This [family tree-inspired piece] represents my angels — the people who take care of me every day."



My Musical Note Dangle Charm

"Music has a huge place in my heart. I'm the kind of girl who knows every line to every song."

My Girl Pride Dangle Charm

"One of my favourite things about being a girl is how strong we are, how powerful we are and how beautiful we are as human beings."

My Lips Dangle Charm

"My first kiss was onscreen; boy, was that awkward."

The customisable collection will be launch globally this October.



Local PR contact: xx
Prices from: xx

#PandoraMe
#PandoraxMillieBobbyBrown

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 more than 7,500 points of sale, including more than 2,700 concept stores. Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 28,000 people worldwide of whom more than 13,000 are located in Thailand, where the Company manufactures its jewellery. Pandora is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2018, Pandora's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).