



FOR IMMEDIATE RELEASE

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Trollbeads Coming to Poughkeepsie Galleria

Poughkeepsie, NY – Trollbeads, a Danish family-owned jewelry brand, is thrilled to announce they will be opening a new store in Poughkeepsie Galleria. Construction is set to begin this month with a grand opening planned for April.

Trollbeads started in 1976 in a small jeweler's store in Copenhagen, Denmark. The company is owned and operated by a very imaginative and creative family. The Troll fever had spread rapidly throughout the world and today Trollbeads can be found in more than 50 countries.

Trollbeads Collection includes charms, beads, bracelets, bangles, necklaces, earrings, and rings crafted from 18 karat gold, sterling silver, freshwater pearls, precious & semi-precious stones, Italian glass and genuine leather. Created from nature's finest materials, Trollbeads are handcrafted and designed by the most talented artists from all over the world.

"We are so excited to expand our presence in New York. Trollbeads is a artistically driven company who puts design and self-expression, above any commercialism. We look forward to becoming part of the Poughkeepsie Galleria community. I thank the community for welcoming Trollbeads and would like to cordially invite the community to join the Trollbeads Family," said James Santiago, Trollbeads North America Vice President.

For more information please visit [Poughkeepsie Galleria's website](#). Grand opening event details including special promotions will be forthcoming.

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About Trollbeads

Trollbeads, a Danish family-owned jewelry brand, was established in 1976. Trollbeads is the original bead-on-bracelet concept. At the core of the brand lies self-expression through 600 different beads in sterling silver, 18 karat gold, murano glass, freshwater pearls, amber and gemstones. Trollbeads jewelry is available in more than 50 countries through the company's own flagship stores, independent retailers and online at www.trollbeads.com.

About Poughkeepsie Galleria

Poughkeepsie Galleria is Dutchess County's largest, most dominant shopping destination for over 30 years. Anchored by Macy's, Target, Best Buy, Sears, JCPenney, Dick's Sporting Goods, Poughkeepsie Galleria offers 120 retail shops including entertainment destinations Regal Cinemas and K1 Speed. Additional information can be found at www.PoughkeepsieGalleriamall.com and you can find Poughkeepsie Galleria on Facebook ([Facebook.com/PoughkeepsieGalleria](https://www.facebook.com/PoughkeepsieGalleria)), Twitter ([@PokGalleria](https://twitter.com/PokGalleria)) and Instagram ([@Poughkeepsie_Galleria](https://www.instagram.com/Poughkeepsie_Galleria)).

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Poughkeepsie Galleria, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast, with 16 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry by combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.