



PANDORA INSPIRES WOMEN TO CELEBRATE EVERYDAY TRIUMPHS

PANDORA Jewelry today unveils a new campaign set to inspire women to see the wonderful in themselves and their everyday.

Launched as part of PANDORA's new collection launching in-stores nationwide, the new 'DO See The Wonderful' campaign is supported by a compelling TV campaign, and a series of campaign imagery focused on celebrating everyday triumphs.

The television commercial, follows the narratives of three different women whose stories intertwine. Each story focuses on how a piece of PANDORA jewellery can encourage women to see the wonderful in who they are and what they are capable of.

"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 multifaceted lives. PANDORA jewellery can act as a symbol of these everyday achievements and the things we cherish," explains Minna Philipson, Senior Vice President and Chief Marketing Officer at PANDORA.

Created in collaboration with BACON CHP and directed by Martin Werner, the story revolves around three women from different life stages; one getting ready for a big exam, another going through a break-up and one preparing to sing for an audience. Each carrying personally meaningful jewellery, the three heroines are able to make the most of their situations and trust themselves regardless of what happens around them.

Starring the Danish-born singer-songwriter ANYA whose music is also featured in the film, the TVC culminates with the characters coming together and finally moving forward in life, honouring the power of friendships as well as their inner strength.

According to Stephen Fairchild, Chief Creative Officer at PANDORA, jewellery should not be saved for special occasions.

"PANDORA is a celebration of all women and all occasions, no matter how big or small. Beautiful jewellery shouldn't be reserved for special occasions; wear it wherever you go, however you want. Today's modern woman is more capable of treating herself than ever before. She doesn't need to wait for someone else to do it. She expresses herself through her style and the different pieces that speak to her soul."

The campaign will run across all channels including retail, print, out of home, TV, digital, social and PR, encouraging women to celebrate all the wonderful things they DO.

To view the full campaign and PANDORA's new collection, visit www.pandora.net #DOSeeTheWonderful.

Watch the new TV commercial [here](#).

@theofficialpandora #DOSeeTheWonderful

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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).

**PANDORA**