

PRESS RELEASE

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PANDORA KICKS OFF BRAND RELAUNCH

World’s largest jewellery brand reveals new visual identity, store design, products and collaborations.

Today, Pandora officially kicks off its brand relaunch which sees the company refresh all consumer touchpoints to increase brand relevance. Pandora will introduce a new store design, new collaborations, celebrity endorsements, and new products and make the largest marketing investment in the company’s history. Pandora will also present new online stores and refresh its presence on marketplaces such as Tmall.

“Since the launch of the Moments platform in year 2000, Pandora has built the best known jewellery brand in the world by allowing consumers to emotionally connect with their jewellery through co-creation and self-expression,” says CEO Alexander Lacik. “Today we strengthen this core proposition with a complete renewal of our entire consumer experience.”

The brand relaunch was revealed yesterday at a VIP event in Los Angeles attended by 400 international guests. Pandora introduced a new company purpose, “We give a voice to people’s loves – Passions, People & Places”, and an updated logo and monogram. The new visual identity will appear across all Pandora channels, as well as advertising campaigns together with Pandora’s updated nomenclature in a fresh, modern tone. The company has also adopted the colour pink as its new main marker and recognisable statement across all consumer touchpoints.

New look in stores and online

One of the cornerstones of the brand relaunch is a new store design called Expression that builds on discovery and collecting. The new store concept will gradually roll-out with a number of fully refurbished key stores in 2019.

Pandora’s 20 online stores are shifting to the new visual identity today with significantly improved listing and product pages that optimise navigation and check-out flow. The new online stores also have cleaner visuals, better product imagery while blending story-telling and transactional content.

Partnerships to increase brand relevance

As part of the brand relaunch, Pandora announced new long-term partnerships with six well-known global influencers, chosen for their relevance to the core Pandora audience. The six women are Nathalie Emmanuel, Georgia May Jagger, Halima Aden, Larsen Thompson, Margaret Zhang and Tasya van Ree.

In addition, Pandora recently partnered with Millie Bobby Brown, two-time Emmy nominee and UNICEF's youngest-ever Goodwill Ambassador, to specifically support the launch in October of Pandora Me, a new collection developed with a younger audience in mind. Later in the year, Pandora will launch products in collaborations with Harry Potter and Frozen II.

Introduction of new product concepts

A number of products will hit the market in conjunction with the brand relaunch. Today, the Autumn/Winter 2019 collection launches globally. It is the largest collection this year with 121 different designs spanning all product categories. Among the new products is the O Pendant which is a charms-carrying pendant for necklaces, its shape derived from the Pandora O symbol.

All of these initiatives will be supported by an increased marketing investment. Further initiatives will be announced, as the renewal of the complete consumer experience continues into 2020.

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 26,000 people worldwide of whom more than 11,500 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).

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