

PRESS RELEASE

6 August 2020

Pandora announces *Star Wars*[™] jewellery collection

*A new global collaboration sees the release of jewellery inspired by the iconic **Star Wars**[™] franchise this October.*

Today, Pandora announces its collaboration with Lucasfilm to launch a capsule collection of **Star Wars**[™]-inspired jewellery. Debuting on 1 October, Pandora will release a highly-anticipated line, including a bracelet, charms, and a collector's item featuring beloved *Star Wars* characters and symbols.

*"We're honoured to bring **Star Wars** to life through jewellery," says Stephen Fairchild, Pandora's Chief Creative Officer. "The **Star Wars** galaxy is one of extraordinary imagination, richly-detailed characters and creatures, and incredible adventures – a perfect fit for Pandora. There's nothing we love more than helping our fans tap into their favourite stories and worlds, so we can't wait to see how they'll express their passion through these artfully stylish accessories."*

While creating the collection, Pandora's designers collaborated closely with Lucasfilm to ensure every element of the detailed pieces were considered, resulting in style-driven jewellery that is ideal for **Star Wars** fans to show off their fandom.

The *Star Wars* x Pandora collection will be in Pandora stores worldwide and on pandora.net from 1 October 2020.

###

About Pandora

Pandora designs, manufactures and markets hand-finished jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries through 7,400 points of sale, including more than 2,700 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 28,000 people worldwide and crafts its jewellery at two LEED certified facilities in Thailand using mainly recycled silver and gold. The company plans to be carbon neutral by 2025 and has joined the Science Based Targets initiative to reduce emissions across its full value chain. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated sales of DKK 21.9 billion (EUR 2.9 billion) in 2019.

Disclaimer

Lucasfilm, the Lucasfilm logo, *STAR WARS* and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. © & TM Lucasfilm Ltd. All rights reserved.

For more information, please contact:

CORPORATE COMMUNICATIONS

Mads Twomey-Madsen
Vice President, Corporate Communications &
Sustainability
+45 2510 0403
madt@pandora.net

INVESTOR RELATIONS

Michael Bjergby
VP, Investor Relations, Tax & Treasury
+45 7219 5387
miby@pandora.net

Christian Møller

Investor Relations Officer
+45 7219 5361
chmo@pandora.net