

**PRESS RELEASE**

31 October 2019

## **Pandora launches jewellery in support of UNICEF**

*Available worldwide from today, the blue limited-edition Pandora Me pieces support education and other programmes to empower young people.*

Today Pandora announced the first campaign as part of its [global partnership with UNICEF](#) to empower and educate children and young people. Ahead of World Children's Day on 20<sup>th</sup> November, Pandora is launching limited-edition Pandora Me jewellery in support of UNICEF.

Within the collection is a Pandora Me gift set that includes a bangle, two spacers and a 'My Smile' charm that symbolises happiness and a brighter future for the next generation. Sold separately is the 'My Girl Pride' charm that symbolises female empowerment. The jewellery is hand-finished and made from sterling silver adorned with man-made blue crystals.

"All young people should have access to education and the tools to help them reach their full potential, and we're proud to be able to work with UNICEF to support this through our limited-edition jewellery," says Stephen Fairchild, Pandora's Chief Creative & Brand Officer.

Each limited-edition piece can be worn and styled with other pieces from the Pandora Me collection, the recently launched charms concept faced by actor and activist Millie Bobby Brown. The collection is targeted at Generation Z and encourages collectability through miniature charms and modern bracelets.

Pandora supports UNICEF by contributing funds for UNICEF child survival, education and protection programmes across the world, and also life skills training with a focus on programmes that support female empowerment. By wearing a Pandora for UNICEF charm, everyone can play their part in supporting UNICEF's efforts.

The three-year partnership with UNICEF promotes young people's right to a voice and a brighter future and aims to make a significant impact on the lives of thousands of children and youth globally. Future initiatives will include new jewellery, awareness campaigns and other fundraising opportunities.

The Pandora for UNICEF jewellery is available from today both online and in-store, reaching consumers in over 100 countries.

Learn more at [www.pandora.net/universe/pandora-for-unicef](http://www.pandora.net/universe/pandora-for-unicef).

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### **About UNICEF**

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. Across 190 countries and territories, we work for every child,

everywhere, to build a better world for everyone. For more information about UNICEF and its work for children, visit [www.unicef.org](http://www.unicef.org)

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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 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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