

Product

magazine

Holiday 2019

Harry Potter™

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PANDORA



“Just like Hermione, the Pandora woman can be whoever she wants to be.”

— A. Filippo Ficarelli and Francesco Terzo, VP Creative Directors, Pandora



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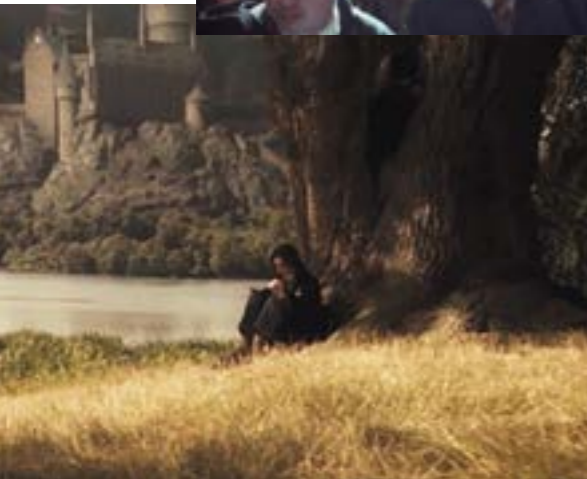
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Holiday 2019

Welcome to the magical world of Harry Potter x Pandora!



This hand-finished collection celebrates the beloved story of Harry Potter, The Boy Who Lived. J.K. Rowling taught her readers never to underestimate the power of love. It was his mother's love that saved Harry the night his parents died. Snape's love for Lily Potter kept Harry safe. The loving friendship of Ron and Hermione kept Harry motivated. And Harry's ability to love is what ultimately allowed him to triumph over Lord Voldemort.

The characters that are like family – Harry, Ron and Hermione – are brought to life as charms, as are iconic symbols from the book, like the Hogwarts Express and the Golden

Snitch. Bringing opportunities to express personal house alliances, double dangle charms are engraved with the traits that represent the four Hogwarts houses. Our creative directors were sorted into Ravenclaw and you can join them in discovering your Hogwarts house and bringing your Patronus to life.

Through Harry Potter-inspired jewellery, Pandora and Harry Potter fans can express their love for magic, fantasy, the power of friendship, bravery and believing in magic.

#HarryPotterxPandora

"If there's one thing J.K. Rowling taught her readers, it's that the power of love should never be underestimated."

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"J.K. Rowling's iconic characters and her message of love and believing in magic inspired this collection."

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The Mood

Inspired by magical spells and J.K. Rowling's iconic characters, Filippo and Francesco share the mood board that inspired the Harry Potter jewellery collection.



INTERNAL USE ONLY

In the words of the designers



A. Filippo Ficarelli and Francesco Terzo, VP Creative Directors, Pandora



The making of the Harry Potter collection

Creative directors Francesco and Filippo cast a spell on this magical new collection

What was the inspiration for this collection?

"J.K. Rowling's iconic characters and her message of love and believing in magic inspired this collection. We've read the books and watched the movies and we were inspired by the symbols of the Harry Potter world. Pandora fans have asked for this collection for a while and we're really excited to bring the magic of Harry Potter to fans around the world through beautiful jewellery. Harry Potter fans form a strong community and identity and it's exciting that Pandora can help bring them together in a new, stylish way."

What can we expect to see in this collection?

"Lots of magic! We wanted to go beyond simply recreating the characters and places from the series and we tried to capture the magic and wonder of the books and movies. There are 12 pieces in total."

"Harry, Ron and Hermione are brought to life in hand-finished sterling silver charms. The Hogwarts Express Train charm has a 9% engraving, the Gryffindor, Hufflepuff, Ravenclaw and Slytherin house dangles are engraved with the traits that define them and Dobby the House Elf is holding a sock behind his back. The details in this collection will excite long-time fans of the Harry Potter story."

"Quidditch is represented in the collection, too. This collection has two Golden Snitch designs: one is a limited edition Golden* Snitch pendant finished in Pandora Shine that has two wings that move up and down. The other is an engraved bangle with a Golden Snitch clasp. The engraving on the bangle reads: 'I open at the close'. This symbolic line will remind fans how Harry Potter discovered the Resurrection Stone from Dumbledore inside the Snitch and the role the stone played in helping Harry in his final battle with Lord Voldemort."

Can you tell us about the details on the Harry, Ron and Hermione charms?

"Harry's famous lightning bolt scar is on his charm and Ron is dressed in a red 'R' sweater, just like in the books and movies. The bookish, Muggle-born Hermione has curly hair and holds a book tightly in her arms, a symbol of her love for learning and knowledge."

What pieces are your favourites?

"We took the Pottermore quiz where the Sorting Hat

puts you into your house. We're both Ravenclaw – so that charm is one of our favourites. People strongly identify with certain houses and these house charms will give them another opportunity to express themselves."

"Hermione is like the Pandora woman: clever, smart and strong. Just like Hermione, the Pandora woman can be whoever she wants to be."

How would you style the Harry Potter collection with other Pandora pieces?

"We would combine a character charm with iconic Pandora pieces that hold special meaning to you. If the characters of Harry Potter feel like family, style them with Pandora family member charms, or wear with other symbols from the movie to express a love for magic and fantasy."

When will the Harry Potter x Pandora collection be available?

"The central themes of Harry Potter play out in our holiday collection, which is centred on magic and nostalgia. The collection's zodiac symbols and celestial-inspired designs also style effortlessly with the Harry Potter jewellery."

Why did Pandora decide to launch a Harry Potter collection now?

"Even though it's been more than two decades since the first Harry Potter book came out, the brand remains as relevant as ever. Fans follow J.K. Rowling's culturally relevant Twitter feed, enjoy Harry Potter spin-offs on New York City's Broadway and London's West End and visit theme parks to experience the Wizarding World in real life. The generation of fans who grew up with Harry Potter is now passing the magic of the series onto their children. This collection will ignite a new passion for fans, who are looking for fashion-forward ways to express their love of magic, fantasy and Harry Potter."

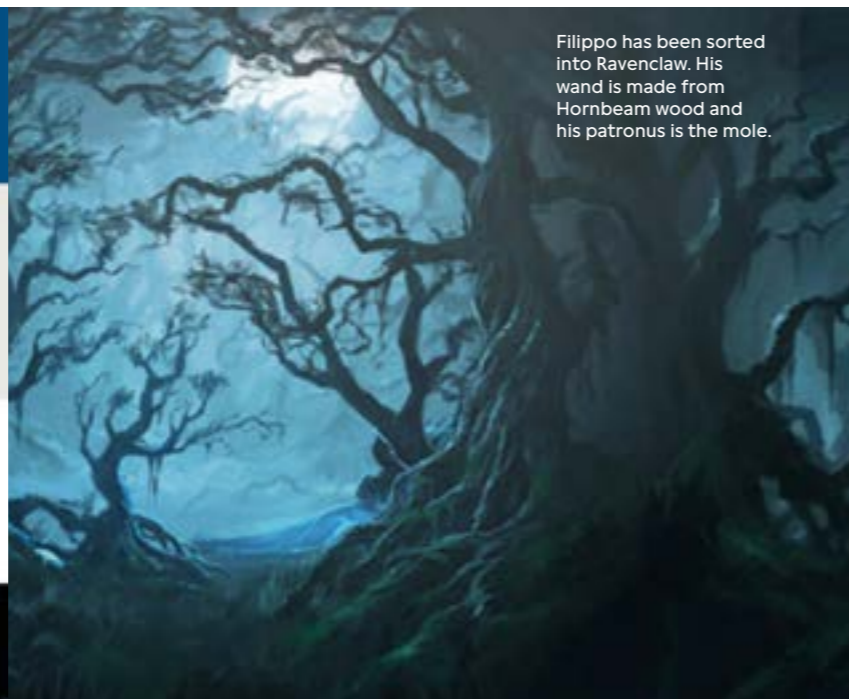
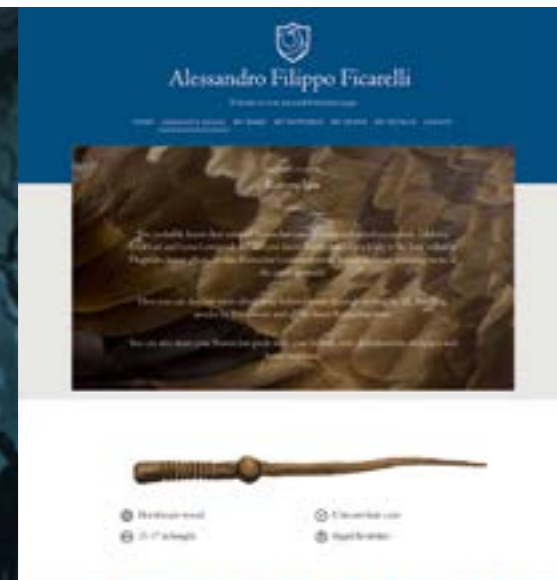
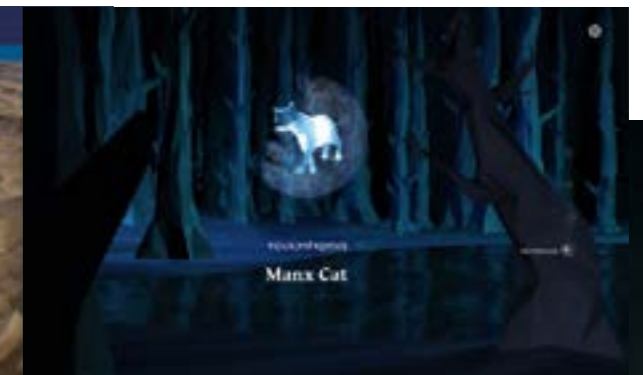
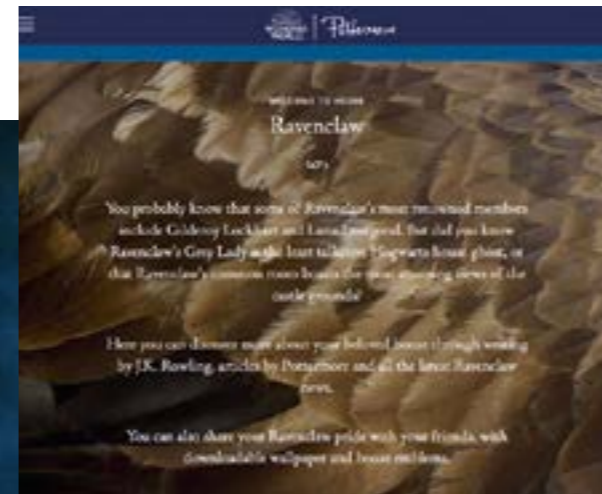
What can you tell us about future Warner Bros. and Pandora collaborations?

"Pandora is excited to explore the partnership with Warner Bros. in 2020 and beyond. We think our fans will be excited about the launch of Harry Potter and future collaborations."

Discover your Hogwarts house

Our designers fully immersed themselves in the Harry Potter universe when creating this collection. While they didn't have Butterbeer and chocolate frogs to fuel their design sessions, they did take the Pottermore Sorting Hat quiz.

Francesco and Filippo were both sorted into Ravenclaw, joining Luna Lovegood and professor Sybill Trelawney in a house that prizes wit, learning and wisdom.



Filippo has been sorted into Ravenclaw. His wand is made from Hornbeam wood and his patronus is the mole.

Francesco has been sorted into Ravenclaw. His wand is made of fir wood with a unicorn hair core and his patronus is the manx cat.



Take the quiz and discover your house, wand and Patronus:

<https://www.pottermore.com/writing-by-jk-rowling/the-sorting-hat>

DISCLAIMER: The quiz has not been created by Warner Bros.

Expecto Patronum!

The Patronus is the most famous (and famously difficult) defensive charm. The aim is to produce a silvery-white guardian or protector, which takes the form of an animal. The exact form of the Patronus will not be apparent until the spell has been successfully cast.

Since their wands are at Ollivanders for repair, Filippo and Francesco took the Pottermore quiz to discover their Patronus forms. Francesco's Patronus takes the form of a manx cat while Filippo conjured a mole.



Harry taught his fellow students this complicated spell when they formed Dumbledore's Army.



Like his father, Harry Potter's Patronus is a stag.



Did you know?
The majority of witches and wizards are unable to produce Patronuses and to do so is generally considered a mark of superior magical ability.

Wands at the ready!
Professor Lupin taught Harry the Patronus spell in "Harry Potter and The Prisoner of Azkaban."

The Patronus is the only spell effective against Dementors. The spell is a positive force, a projection of the very things that the Dementor feeds upon – hope, happiness, the desire to survive – but it cannot feel despair, as real humans can, so the Dementors can't hurt it.



Designing with Warner Bros.

Creating the magic of the Harry Potter x Pandora collection

The Harry Potter story taught generations of fans to believe in more than just magic. Through their adventures in the wizarding world, Harry, Ron and Hermione showed us in words and actions the importance of courage, loyalty and bravery. The hand-finished jewellery in this collection beautifully represents the iconic series, the values it taught us and the power of love. In eight action-packed feature films, Warner Bros. brought to life the words of J.K. Rowling that captivated generations.

Pandora continues to ignite the passions of the Harry Potter fans with hand-finished jewellery that doesn't just reproduce the characters and places in the books and movies, but represents their values and the power of love.



Each of the Harry Potter charms serves as a reminder of important qualities that are just as key to a wizard's life as they are to a muggle's.



The mood of the Forbidden Forest, the large, dark wooded area on the grounds of Hogwarts, is recreated in this magical campaign.

If there's one thing J.K. Rowling taught her readers, it's that the power of love should never be underestimated.

Celebrate the **many loves** of Harry Potter with hand-finished jewellery. A love for magic, the triumph of good, friendship, risk-taking, adventure, humour and imagination.



A friend is worth more than a thousand galleons

When the Sorting Hat placed Ron Weasley, Hermione Granger and Harry Potter into Gryffindor, their paths were linked together for life. The dynamic trio did more than just study the History of Magic and drink Butterbeers at Hogsmead; they were constant companions in the fight against dark wizards and Lord Voldemort. The bonds of their friendship were unbreakable long after their Hogwarts days – and Ron and Hermione even got married, while Harry married Ron's sister, Ginny Weasley.



Harry Potter, Harry Potter Charm
798626CO1

Harry Potter

His lightning bolt scar linked him to Lord Voldemort at birth, but it was his bravery and love that made him a hero.

Could you be the chosen one?



Harry Potter, Ron Weasley Charm
798621CO1

Ron Weasley

Destroyer of a Horcrux, lover of sweets, Gryffindor keeper and brother. Ron Weasley proves that his emotional range is, in fact, far beyond that of a teaspoon.



Harry Potter, Hermione Granger Charm
798625CO1

Hermione Granger

From bookish Muggle-born to one of Gryffindor's bravest, Hermione is a role model for witches of all ages.

Friends who are smart enough for you both

Harry Potter, Ron Weasley Charm
798621CO1

Pandora Moments Harry Potter, Ron Weasley charm
Metal: Sterling silver
Enamel: Black and dark red
Motif/Shape: Depicting a black-eyed Ron Weasley, waving his hand and dressed in a red enamel sweater detailed with the letter 'R.'

Harry Potter, Hermione Granger Charm
798625CO1

Pandora Moments Harry Potter, Hermione Granger charm
Metal: Sterling silver
Enamel: Black and transparent light grey
Motif/Shape: Detailed with black enamel eyes and curly hair, Hermione holds a book tightly in her arms and wears a finely textured enamel skirt.

Harry Potter, Harry Potter Charm Pandora Moments
798626CO1

Harry Potter, Harry Potter charm
Metal: Sterling silver
Enamel: Black, spectra yellow and dark red
Motif/Shape: Harry Potter wearing a yellow and red enamel Gryffindor scarf and holding his magic wand. Detailed with his iconic round spectacles and forehead scar.



"Just like Hermione, the Pandora woman can be whoever she wants to be."

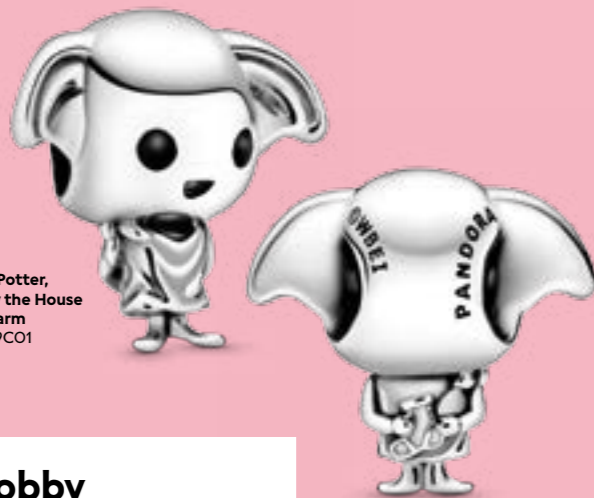
– A. Filippo Ficarelli and Francesco Terzo, VP Creative Directors, Pandora



Muggles can wear Harry Potter charms on Pandora bangles, bracelets, O Pendants and O Carrier. This collection includes a Pandora Moments Golden* Snitch bangle, which is perfect for displaying the characters, icons and houses from this magical collection.

As one of Harry Potter's most loyal friends, Dobby the House Elf taught us valuable lessons of friendship and love

Harry Potter, Dobby the House Elf Charm 798629C01



Harry Potter, Dobby the House Elf Charm 798629C01

Pandora Moments Harry Potter, Dobby the House Elf charm
Metal: Sterling silver
Enamel: Black and white
Motif/Shape: Dobby with black enamel eyes and bat-like ears, dressed in a pillow case and holding Harry Potter's sock behind his back.

Behind his back, Dobby is holding Harry Potter's sock, a symbol of his freedom. Dobby's signature bat-like ears and large eyes frame his face and he's dressed in a pillow case.

Dobby

Dobby can use a type of magic specific to house elves such as being able to disarm his opponent and making objects levitate.

Small friends can show great loyalty

"Socks are Dobby's favourite, favourite clothes, sir."

- Dobby the House Elf



Dobby will always be there for Harry Potter



Welcome to

Hogwarts School of Witchcraft and Wizardry!

The enchanted hat that once belonged to Godric Gryffindor sorts students into the four Hogwarts houses: Gryffindor, Hufflepuff, Ravenclaw and Slytherin. The hat talks, sings and uses Legilimency*, which is the ability to navigate somebody's mind and interpret their findings correctly. In the muggle world, this is sometimes called mind-reading. The Sorting Hat can even respond to the thoughts of the wearer.

Being placed into a house by the Sorting Hat is a defining moment for every student that enters Hogwarts.



The charms are finished with hand-applied enamel in house colours.

Harry Potter, Ravenclaw Dangle Charm 798831CO1



Ravenclaw

Harry Potter, Gryffindor Dangle Charm 798627CO1



Gryffindor

The bail of each house dangle is shaped like the Hogwarts school crest.

Harry Potter, Ravenclaw Dangle Charm 798831CO1

Pandora Moments Harry Potter, Ravenclaw dangle
Metal: Sterling silver
Stone: 1 micro and 2 star flush-set round brilliant-cut sea blue crystals
Motif/Shape: The double dangle design features a front disc detailed with the Ravenclaw house logo surrounded by blue "stars" and a back disc encircled with cut-outs. The bail is shaped as the Hogwarts crest.
Engraving: "Harry Potter"; "Learning, wit, wisdom"; "Ravenclaw"

Harry Potter, Gryffindor Dangle Charm 798627CO1

Pandora Moments Harry Potter, Gryffindor dangle
Metal: Sterling silver
Stone: 1 micro and 2 star flush-set round brilliant-cut red cubic zirconia
Motif/Shape: The double dangle design features a front disc detailed with the Gryffindor house logo surrounded by red "stars" and a back disc encircled with star-shaped cut-outs. The bail is shaped as the Hogwarts crest.
Engraving: "Harry Potter"; "Courage, determination, bravery"; "Gryffindor"



"A thousand years or more ago,
When I was newly sewn, There
lived four wizards of renown,
Whose names are still well known."

– The Sorting Hat, excerpted from "Harry Potter
and the Sorcerer's Stone"



Harry Potter,
Slytherin Dangle Charm
79862OC01

Slytherin



Harry Potter, Hufflepuff
Dangle Charm
798832CO1

Hufflepuff

Harry Potter,
Slytherin Dangle Charm
79862OC01

Pandora Moments Harry Potter,
Slytherin dangle
Metal: Sterling silver
Stone: 1 micro and 2 star flush-set
round brilliant-cut green crystals
Motif/Shape: The double dangle
design features a front disc
detailed with the Slytherin house
logo surrounded by green "stars"
and a back disc detailed around the
edges with crenellations, in
reference to the battlements of
Hogwarts Castle. The ball is shaped
as the Hogwarts crest.
Engraving: "Ambition, pride,
cunning"; "Harry Potter";
"Slytherin"

Harry Potter,
Hufflepuff Dangle Charm
798832CO1

Pandora Moments Harry Potter,
Hufflepuff dangle
Metal: Sterling silver
Stone: 1 micro and 2 star flush-set
round brilliant-cut limelight yellow
crystals
Motif/Shape: The double dangle
design features a front disc
detailed with the Hufflepuff house
logo surrounded by yellow
"stars" and a back disc encircled
with cut-outs. The ball is shaped as
the Hogwarts crest.
Engraving: "Harry Potter";
"Patience, dedication, loyalty";
"Hufflepuff"



Styling tip:

Show your super fan status with an arm full of magical charms. A "G" for Gryffindor, your favourite icons or boldly show your Hogwarts pride.



You don't have to be a witch or wizard to align yourself with a Hogwarts house

Gryffindor: Courage, determination, bravery



Hufflepuff: Patience, dedication, loyalty



Ravenclaw: Learning, wit, wisdom



Slytherin: Ambition, pride, cunning





Wrap yourself in the iconic symbols from Harry Potter. Wear the charm of your favourite house and style them on compatible Pandora necklaces and bracelets.

150 points
to Gryffindor!

Harry Potter, Golden Snitch Pendant
368618COO



Do you wish you could pass the Quaffle and Bludgers in a game of Quidditch? Wear the Harry Potter, Golden Snitch Pendant as a reminder of the fun found in the books and movies.

Icons from the movies

We transformed the most important icons of the Harry Potter world into beautiful jewellery — including a limited edition Golden Snitch pendant and a Hogwarts Express charm. Collect them all or find the pieces that represent you.



The wings on the Harry Potter, Golden Snitch Pendant are articulated and move up and down.

Harry Potter, Golden Snitch Pendant
368618COO

Harry Potter, Golden Snitch pendant
Metal: Pandora Shine (18k gold-plated unique metal blend)
Motif/Shape: Golden Snitch Quidditch ball with ribbed wings and swirls.
Special features: The wings are articulated, moving up and down.

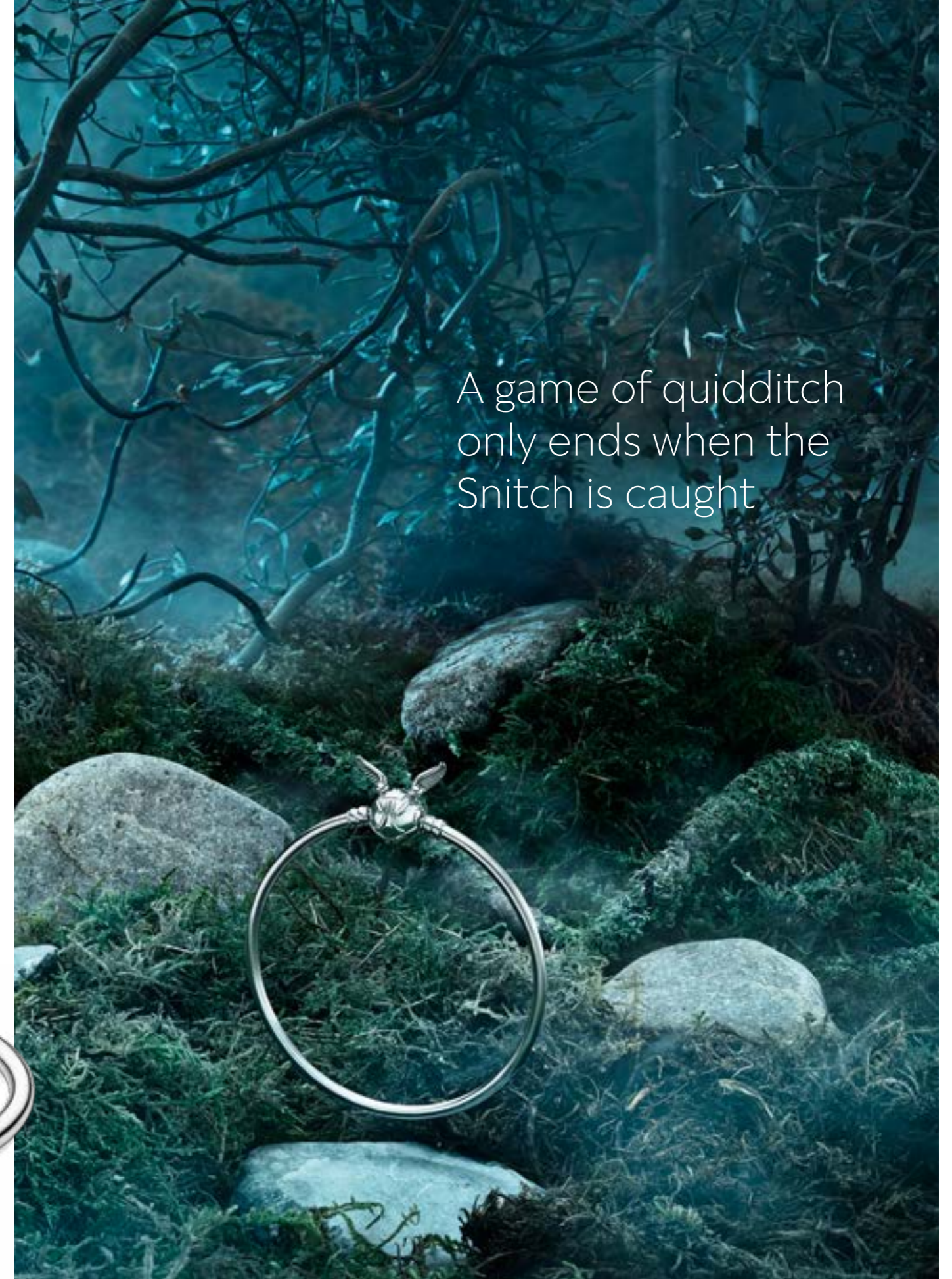
Pandora Moments Harry Potter, Golden* Snitch Clasp Bangle
598619COO

Pandora Moments Harry Potter bangle with Golden* Snitch clasp
Metal: Sterling silver
Motif/Shape: An engraved bangle detailed with a Golden* Snitch clasp with ribbed wings and swirls.
Special features: The wings are articulated, moving up and down
Engraving: "I open at the close"



Pandora Moments Harry Potter, Golden* Snitch Clasp Bangle
598619COO

* Please note the entire bracelet including the clasp is in sterling silver. Warner Bros. requested that the Snitch is referred to as the "Golden Snitch" to adhere to their style guide. Please always include the comma after Harry Potter as this is a specific request by Warner Bros. Example: Harry Potter, Slytherin Dangle Charm & Pandora Moments Harry Potter, Golden Snitch Clasp Bangle.



A game of quidditch only ends when the Snitch is caught.



Harry Potter, Hogwarts School of Witchcraft and Wizardry Charm 798622COO



“The castle is a stronghold of ancient magic.”

— Albus Dumbledore

Are you still waiting for an acceptance letter?
 Watch the sky for the Owl Post to deliver the good news: you're off to **Hogwarts School of Witchcraft and Wizardry!**

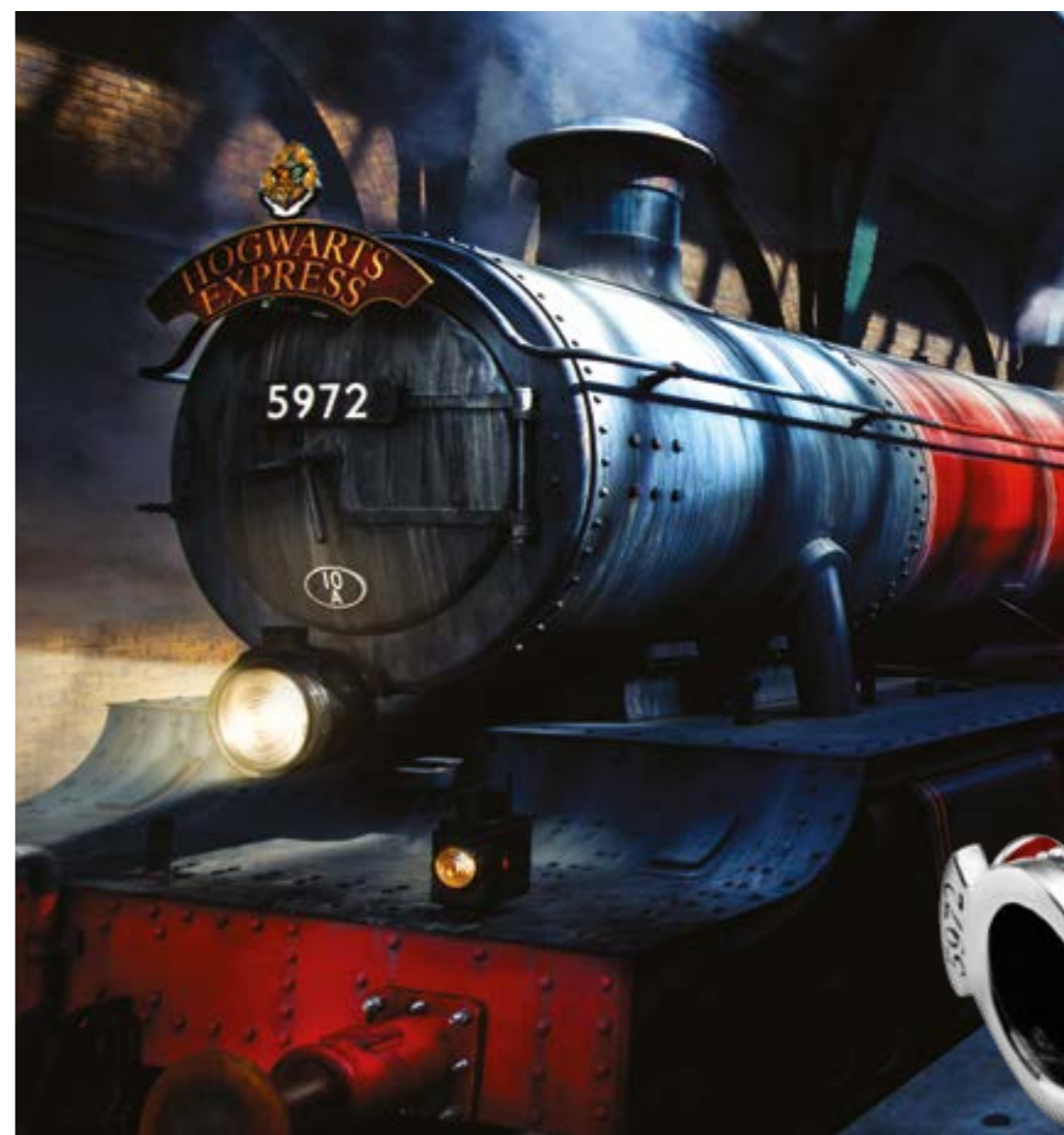


Harry Potter, Hogwarts Express Train Charm 798624CO1



All aboard!

The Hogwarts Express departs from Kings Cross, platform nine and three-quarters at eleven o'clock on the first of September.



Harry Potter, Hogwarts School of Witchcraft and Wizardry Charm 798622COO

Pandora Moments Harry Potter, Hogwarts School of Witchcraft and Wizardry charm
Metal: Sterling silver
Motif/Shape: A highly-detailed openwork button charm depicting the Hogwarts Castle on the front and the Hogwarts crest on the back. Framed by milgrain beading and with cut-out stars along the side.

Harry Potter, Hogwarts Express Train Charm 798624CO1

Pandora Moments Harry Potter, Hogwarts Express charm
Metal: Sterling silver
Enamel: Dark red
Motif/Shape: The Hogwarts Express train with milgrain and red enamel details. The sides and undercarriage are detailed with engravings.
Engraving: "Anything from the trolley, dears?"; "9 3/4"; "Hogwarts Express"





Bring the magic of Harry Potter to life with 12 hand-finished pieces available in sterling silver and Pandora Shine



Add magic to your style

BURBERRY



PEACEBIRD



PANDORA

Harry's iconic round glasses transcend the magical world and appear on the runway



HAGRID'S COTTAGE NORTH YORKSHIRE



MINI BODEN



ANNA SUI

Preppy style

Argyles, checks and plaid prints define this school-inspired look



PANDORA



SAINT LAURENT

RYAN LO



TOM FORD

Playful touches and gothic elements bring high-fashion styling to these looks

Wizards & Witches

GUCCI



The Hogwarts uniforms missed out on these magical details



THE VAULTS, LONDON



GIUSEPPE ZANOTTI

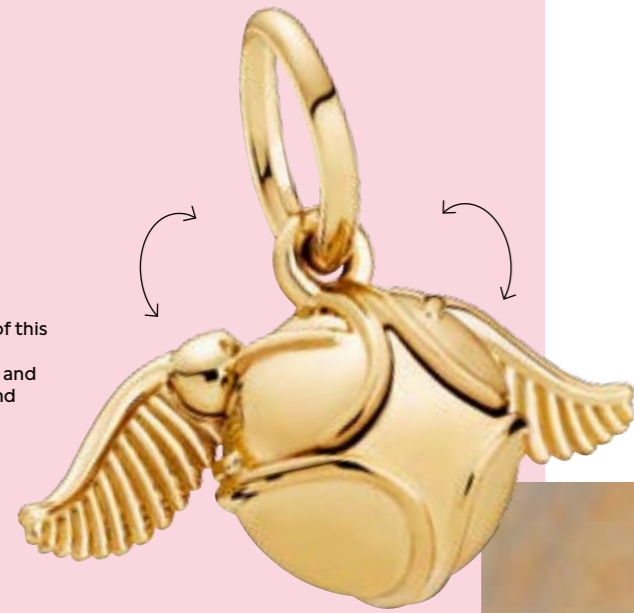


VALENTINO



Innovation & craftsmanship

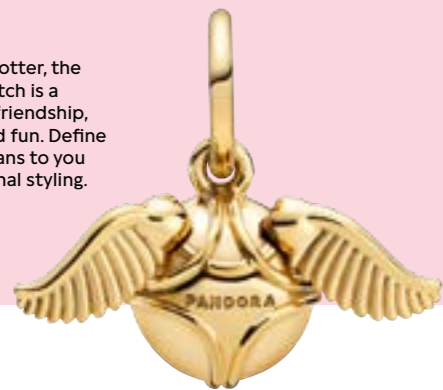




The wings of this charm are articulated and move up and down.

Catch me if you can!

The 18k-gold plated unique metal blend of Pandora Shine brings the Golden Snitch to life.



For Harry Potter, the Golden Snitch is a symbol of friendship, bravery and fun. Define what it means to you with personal styling.



The journey of the Golden Snitch

From Quidditch to hand-crafted jewellery

Just as J.K. Rowling described in the books and Warner Bros. brought to life in the movie, the craftspeople and designers at Pandora made the iconic symbol come alive in Pandora Shine.

Bringing new techniques to the four house dangles

In addition to the engraved characteristics of each house, the Gryffindor, Slytherin, Ravenclaw and Hufflepuff dangles are hand-finished with coloured crystals associated with each house. The bails of these four charms are shaped like the Hogwarts school crest.



The back disc is detailed with crenellations, a nod to the battlements of Hogwarts Castle.



The Harry Potter x Pandora collection marks the first time our designers have created a new bail shape.

Materials, cuts & settings

Metals



Enamel



Stones



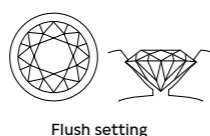
Stone Cuts



Round Brilliant Cut

The most universally popular stone cut and the one most used for stones on Pandora jewellery. The round brilliant cut maximises light return and sparkle. It is the fieriest and most brilliant of the cuts.

Setting Techniques



Flush Setting

In flush setting, the stones are placed in concave depressions to be almost level with the surrounding metal surface

Micro

The term "micro" is applied to stones that measure 0.8 mm or less. The small size makes the stones more difficult to set.

The code "MX" indicates that two or more enamel colours or stones have been used for the jewellery piece.

Holiday 2019 Harry Potter x Pandora collection overview

 * Harry Potter, Harry Potter Charm 798626CO1 Harry Potter, Harry Potter sterling silver charm with black, yellow and red enamel €49	 * Harry Potter, Hermione Granger Charm 798625CO1 Harry Potter, Hermione Granger sterling silver charm with black and transparent light grey €49	 * Harry Potter, Ron Weasley Charm 798621CO1 Harry Potter, Ron Weasley sterling silver charm with black and red enamel €49	 * Harry Potter, Dobby the House Elf Charm 798629CO1 Harry Potter, Dobby the House Elf sterling silver charm with black and white enamel €49
 * Harry Potter, Slytherin Dangle Charm 798620CO1 Harry Potter, Slytherin sterling silver dangle with green crystals €49	 * Harry Potter, Gryffindor Dangle Charm 798627CO1 Harry Potter, Gryffindor sterling silver dangle with red cubic zirconia €49	 * Harry Potter, Ravenclaw Dangle Charm 798631CO1 Harry Potter, Ravenclaw sterling silver dangle with sea blue crystals €49	 * Harry Potter, Hufflepuff Dangle Charm 798632CO1 Harry Potter, Hufflepuff sterling silver dangle with yellow crystals €49
 * Harry Potter, Hogwarts School of Witchcraft and Wizardry Charm 798622CO0 Harry Potter, Hogwarts School of Witchcraft and Wizardry sterling silver charm €39	 * Harry Potter, Hogwarts Express Train Charm 798624CO1 Harry Potter, Hogwarts Express sterling silver charm with red enamel €49	 * Pandora Moments Harry Potter, Golden* Snitch Clasp Bangle 598619CO0 Harry Potter sterling silver bangle with Golden* Snitch clasp €79	<p>LIMITED EDITION</p> * Harry Potter, Golden Snitch Pendant 368618CO0 Harry Potter, Golden Snitch Pandora Shine pendant €79

*Please note the entire bracelet including the clasp is in sterling silver. Hero products are marked with a star *. These are anticipated bestsellers that will be in focus in stylings, advertisements and in visual merchandising. ♥ Product names of Pandora Friends are compulsory.

Product information

Each hand-finished piece of Pandora jewellery is crafted from high-quality materials, including sterling silver (92.5% pure silver), oxidised sterling silver, Pandora Rose (a 14k rose gold-plated unique metal blend), Pandora Shine (18k gold-plated unique metal blend) and solid 14k gold. Pandora jewellery is nickel safe. Nickel is a naturally occurring element that is present in most alloy metals. We test our jewellery to ensure that it complies with safe global levels of nickel content.

Do remember

Pandora jewellery pieces come with special care instructions. It's important that you follow these to keep your jewellery under warranty. Your local Pandora store can run through this with you.

Quick care tip

Make sure your jewellery is the last thing you put on and the first thing you take off.

General instructions

Polish frequently with a soft polishing cloth to maintain the jewellery's shine. You can use the approved Pandora Care Kit to maintain your jewellery's appearance. A polishing cloth won't remove scratches, so it's important to protect your jewellery as mentioned below.

- **STORE** jewellery separately in a tarnish-resistant jewellery box or jewellery pouch and keep it away from abrasive surfaces.
- **SHADE** freshwater cultured pearls and leather from direct sunlight or strong lighting, if they're exposed for long periods of time, to prevent fading.
- **HANDLE** jewellery with love and care, especially freshwater cultured pearls, mother of pearl, glass charms and charms made entirely of a stone (with a metal core). Be extra careful not to drop them on the floor or knock them against hard surfaces as this could hurt their delicate structures.
- **REMOVE** jewellery prior to swimming, bathing and doing sports or other physical activity.
- **LIMIT CONTACT** with make-up, creams, perfume and lotions.
- **AVOID** silver dips, polishing liquids, ultrasonic cleaning and strong chemicals.

Take special care of the hidden silicone grips that some designs feature to keep jewellery fixed in perfect position. The grips are sensitive, so please keep them away from dips, chemicals, and extreme hot or cold temperatures as they could weaken the silicone's gripping ability. The new Pandora cleaning solution is approved for use with all Pandora products containing silicone parts.

Get an annual service

If you wear your jewellery a lot, it's a good idea to take it to a goldsmith at least once a year so they can check the clasps, mountings and soldered details.

Cleaning

The cleaning instructions below cover all Pandora jewellery and collections, from Pandora Moments to Pandora Me and Pandora Reflexions. Choose the care instructions to match the metal of your jewellery and its embellishments.

Metals & stones

Sterling silver, oxidised sterling silver, Pandora Rose, Pandora Shine, 14k gold (and silicone grips in charms), gemstones, synthetic stones, man-made stones, freshwater cultured pearls and lacquered artificial pearls.

Use the Pandora Care Kit to clean your Pandora jewellery. Instructions for care of your jewellery are included in the kit. If in doubt, ask a jewellery professional or in your local Pandora shop.

Plated jewellery

If you're using our gentle, Pandora-approved cleaning solution to clean your Pandora jewellery, you can leave the jewellery in this solution for around 2 minutes in general and up to 15 minutes for Matte Brilliance jewellery (the special surface requires a longer cleaning time).

However, if you're using another brand of cleaning solution to clean your jewellery, always read the solution's special instructions and timings (other solutions may not be as gentle as the Pandora-approved cleaning solution) and check that it's suitable for plated jewellery (if you're cleaning Pandora Rose and Pandora Shine). For a safe and easy option that covers all types of Pandora jewellery, we recommend using the gentle, Pandora-approved cleaning solution. The gentle Pandora-approved cleaning solution is part of our Pandora Jewellery Cleaner Set and is available to buy from your local Pandora store.

Freshwater cultured pearls & mother of pearl

Never soak freshwater cultured pearls in water or rub them harshly as this could damage the nacre. Instead, wipe them over with a very soft, clean cloth that has been dampened in lukewarm soapy water. Then pat dry. Follow these steps for mother of pearl.

Lacquered artificial pearls

If a lacquered artificial pearl (a crystal core coated with an innovative lacquer resembling the pearlescence of a pearl) is a little dusty, dust it with a clean, dry antistatic cloth. If dirt has built up, gently wipe it with a clean microfibre or lint-free cotton cloth that has been dampened in lukewarm soapy water, then pat it dry with a clean, dry cloth.

Glass

For daily care, polish the glass with a soft lint-free cloth (that doesn't have any fibres). To clean the glass, gently wipe it over with a soft lint-free cloth dampened with lukewarm water that has a small amount of liquid soap dissolved in it. Wipe the glass again with water (without soap) then pat it dry with a soft cloth. You can also use a small amount of mineral oil at the end to create extra radiance.

Leather

For daily cleaning, simply wipe the leather gently with a soft, dry cloth. Stains should be removed immediately before they soak in or dry – use a mild professional cleaner (without chemicals) or a mild soap such as soap flakes or saddle soap. Create suds in a bowl and apply the suds to a soft, lint-free cloth, then wipe the leather. Afterwards, wipe the leather with a dry cloth and add a leather conditioner to protect it further. Remember to keep leather out of direct sunlight.

Textile

Our fabric cord bracelets are made from 100% synthetic polyester fibres with a silky sheen. If your bracelet gets a bit dirty, don't put it in water as this may damage or discolour the fibres. Instead, run a slightly dampened white cotton cloth over it, taking care not to rub the fabric too vigorously. For stains, act fast. Run, not rub, the dampened cloth in a circular motion, starting from the outside edge of the stain and moving into the centre of it. Apply a special fabric guard solution after cleaning if possible.

Matte Brilliance

The unique surface effect on Matte Brilliance jewellery requires more frequent cleaning as dirt can gather in the recessed areas over time. To keep it clean, simply soak the jewellery in our specially formulated, gentle cleaning solution (available in the new Pandora Jewellery Care Kit) for up to 15 minutes.

Oxidised Pandora Reflexions bracelet

To clean the bracelet, run tap water over it and dab dry with a paper towel. For the clasp, use a Pandora polishing cloth but take care not to rub the bracelet as it can remove the oxidation.

Uniqueness factors

Glass

Each Pandora glass charm is unique, thanks to the small variations in the design, colour and size, small glass bubbles and the handcrafted details inside the glass. These variations showcase the high level of craftsmanship that brings each glass design to life.

Leather

As genuine leather is a lovely natural product, you might notice small, subtle changes as it ages. For instance, the leather may stretch and relax over time, or you might notice small variations in colour and thickness. This is completely normal and part of the leather's beauty.

Oxidised & plated metals (oxidised sterling silver, Pandora Rose, Pandora Shine)

Oxidation and plating on metal does naturally fade over time – this is normal wear and tear, not a defect – but how quickly this happens is down to how you look after your jewellery. Did you know that sweat, chlorine, perfumes, and cleaning agents like liquid silver polish or dip can all cause oxidation to fade faster? It's true. The best thing to do is follow the protection and cleaning instructions we mention.

Bracelets

Pandora has a wide selection of bracelets and bangles that you can style with charms to express yourself and your style. **Pandora Moments** and **Pandora Me** bracelets and bangles can be filled entirely with charms. For **Pandora Reflexions** bracelets, you can clip on a maximum of seven charms. Leather bracelets can be styled with up to nine charms, and fabric cord bracelets can hold four charms. The Pandora Me bangle and snake chain bracelets can be filled with a maximum of 30 Pandora Me dangle charms. The **Pandora Me Link Bracelet** can be styled with a maximum of 8 dangles on each of the three openable links

O Pendant & O Carrier

O Pendant: The small O Pendant can carry up to three charms, the medium O Pendant can carry up to five charms and the large O Pendant can carry up to seven charms. Make sure to use a necklace chain that can support the weight of all of your charms. Preferably a cable chain necklace. **O Carrier:** Wear up to seven charms/dangles/pendants directly on the Pandora Moments O Carrier. When styled with a Pandora Moments O Pendant the maximum of charms/dangles/pendants is five. If styled around the neck please make sure to wear the Pandora Moments O Carrier on a thick cable chain necklace.

Compatibility

Pandora Moments, Pandora Me, Pandora Reflexions and Pandora Me bracelets each have their own selection of specially designed charms. You can style the different bracelets together (e.g. by stacking), but you can't swap charms between them due to their different designs and functionalities. Remember to match the right charm design with the right bracelet, to prevent damage and keep your jewellery under warranty.

Bracelet fit

Pandora Moments & Pandora Me:

A perfect fit for a charm bracelet or bangle is when there's no more than a thumb's width of space between your wrist and the bracelet/bangle. Measure your wrist, then add 1-2 cm. Pandora Moments snake chain bracelets will stretch slightly over time as you add more charms and increase the weight, therefore it's best to start with a fairly snug fit. Please see our size guide for Pandora Me bracelet fit information <https://uk.pandora.net/en/bracelets/size-guide/>.

Pandora Reflexions

We recommend that you wear Pandora Reflexions bracelets closer to your wrist, as the matching charms are flatter in shape and don't take up as much space. A close fit will also stop the charms from flipping around. As Pandora Reflexions bracelets don't stretch in the same way over time as Pandora Moments bracelets do, a perfect fit would be half a finger to a finger's width of space between your wrist and the bracelet. Of course, for style reasons, if you wish to wear your bracelet looser, then that is perfectly fine. Please see our size guide for more information <https://uk.pandora.net/en/bracelets/size-guide/>.

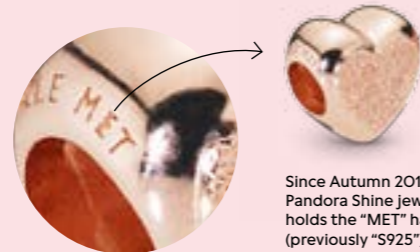
Plated jewellery

Pandora Rose is a 14k rose gold-plated unique metal blend that makes jewellery glow with pink hues. In keeping with our tradition of creating high-quality, hand-finished jewellery at affordable prices, some of the small, functional components on some Pandora Rose jewellery (earring backs, jump rings, lobster clasps and sliding clasps) are made from sterling silver with 14k rose gold plating instead, which matches in colour. These components carry the hallmark "S925". As Pandora Rose makes up the majority of these jewellery pieces, they are still considered part of the Pandora Rose collection.

Pandora Shine jewellery is plated with 18k gold and has a unique metal blend core.

New hallmark

Since Spring/Summer 2018, jewellery crafted from the unique Pandora Rose metal blend carries the new "MET" hallmark (previously "R") since Autumn 2019, Pandora Shine jewellery hold the "MET" Hallmark (previously "S925"). Components made from sterling silver with 14k rose gold plating, and which are large enough to hold a hallmark, carry the "S925" hallmark for sterling silver.



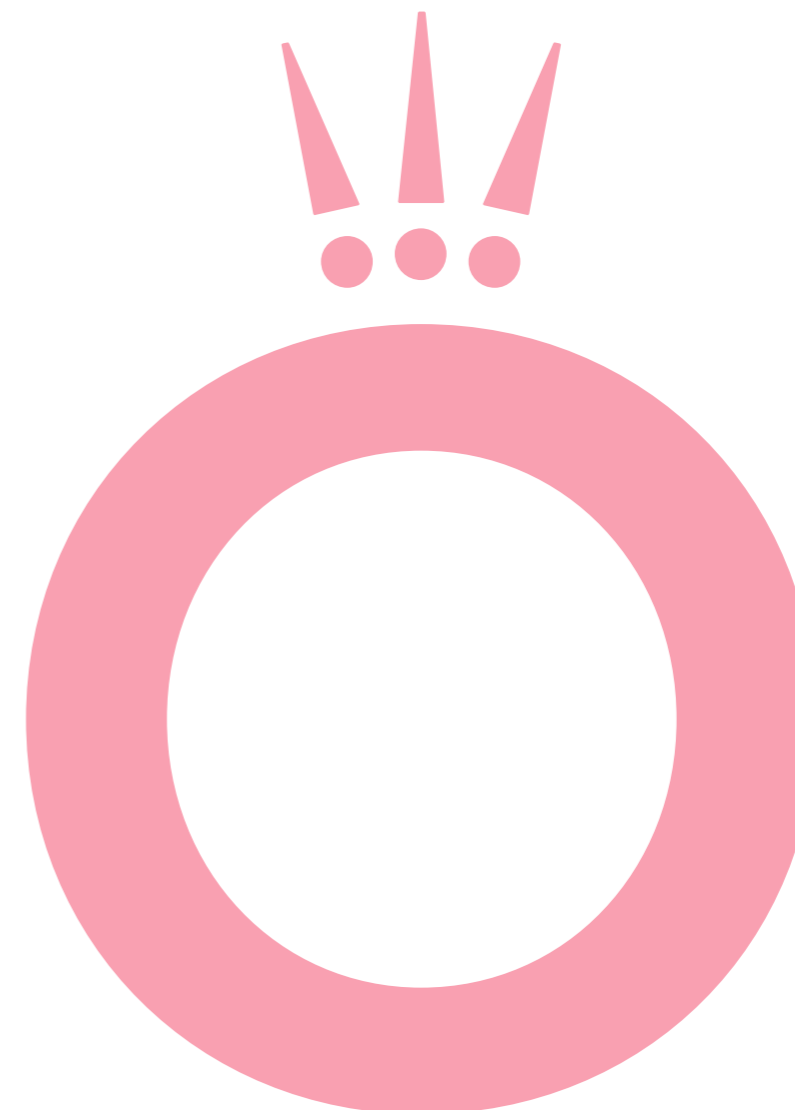
Since Autumn 2019, Pandora Shine jewellery holds the "MET" hallmark (previously "S925").

Pandora Jewellery Care Kit

Here is the perfect kit to care for your Pandora jewellery, complete with instructions. The jewellery cleaner set contains a gentle Pandora-approved cleaning solution for all metals, a soft brush and a handling tray to hold your jewellery while cleaning it. There is also a double-sided polishing cloth: the white side is for sterling silver and 14k gold, and the pink side is for plated metals such as Pandora Rose and Pandora Shine.



Recommended cleaning times: Immerse Pandora jewellery in the gentle Pandora-approved cleaning solution for 2 minutes. However, Matte Brilliance jewellery needs to stay in for up to 15 minutes as the special surface takes a bit longer to clean.





PANDORA