YEARS

30

MOMENTS

PANDORA
Thirty years ago, PANDORA started a remarkable journey that led it from being a small Danish jeweller’s shop to a world-leading international jewellery brand.

This is the story we now celebrate, with a collection of 30 moments, each of which has helped to make PANDORA what it is today.

As we celebrate our 30th anniversary, we cherish these unforgettable moments.
It all started 30 years ago, in 1982. In a small jeweller’s shop in modest surroundings in Copenhagen, Denmark, Danish goldsmith Per Enevoldsen and his wife Winnie began the journey of what would one day become PANDORA.
In 1989, PANDORA founder Per Enevoldsen held a solid silver ring in his hand – the first piece of jewellery made at PANDORA’s own production facility in Thailand.
In 1989, PANDORA started its own jewellery production operation in Thailand with just a handful of employees. Today, PANDORA is the largest jewellery manufacturer in Thailand with 3,600 employees.
At the end of 1999, after several months of developing and testing various creative ideas, PANDORA’s first in-house jewellery designers, Lone Frandsen and Lisbeth Enø Larsen, created the PANDORA charm bracelet concept together with Kenneth Ramstrup, Head of Marketing & Sales.
In early 2000, Per Enevoldsen and his team were ready to launch the bracelet concept, but an internal competition had not produced that perfect name everyone had been hoping for.

A few hours before the deadline for printing new marketing materials, a girl who was helping out in the office after school suddenly said: ‘My mum and I think you should call it PANDORA!’

Instantly, they all knew this was the right choice – distinct, easy to remember, feminine and easily pronounceable in many different languages.

So that’s how PANDORA got its name.
A STRAWBERRY THAT CHARMED THE WORLD

In February 2000, the first ever PANDORA bracelet charms went on sale in Denmark. This included a perfect silver strawberry and 14 other charms, 10 of which are still part of our collection today.
In early 2000, less than two months after introducing the PANDORA charm bracelet concept to Danish retailers, Kenneth Ramstrup, Head of Marketing & Sales, and the sales team returned after the Easter break to learn that nearly all stores had sold out and were ready to repurchase.
A FIRST LOOK

When model Sara Rantzau in 2002 walked into a photography studio, she became the first face of PANDORA. The photographs taken that day appeared in our first product catalogue and print advertisements.
In 2003, PANDORA established a presence in what is today the company’s single largest market, the USA. Four years later, on 1 November 2007, PANDORA USA co-founder Michael Lund Petersen and his team opened their first concept store in Charlotte, North Carolina.
In 2005, after producing its own jewellery in Thailand for more than 15 years, PANDORA celebrated the opening of its first fully-owned manufacturing facility in Gemopolis, a jewellery industry zone on the outskirts of Bangkok.
In 2005, after entering North America, Australia and major European markets such as the UK and Germany, PANDORA achieved the remarkable sales milestone of 5 million units in a year. One year later, that number had nearly doubled.

“The world found us!”

Winnie Dahl, company co-founder
The first ever PANDORA concept store, all sparkling and white, opened its doors in Hamburg, Germany in October 2006. Since then, it has been followed by 671 others around the world.
In 2008, PANDORA appeared on television screens around the world with its very first TV advertising campaign.
In his thorough search for the right partner to lead PANDORA into its next era, Per Enevoldsen met with Danish private equity company Axcel. In March 2008, only few months after first contact was established, Axcel took a 60% share in the ownership of PANDORA.
In 2009, PANDORA celebrated becoming one of the world’s three largest jewellery brands, measured by estimated retail value.
During the summer of 2009, PANDORA first spread its wings and took to the air as part of British Airways’ on board shopping collection. Since then, more than 25 airlines and several airports around the world have been added.
In August 2009, in the first ever message posted to the PANDORA Facebook community, the company invited its fans to tell each other about their favourite charm.

“Hello ladies. How about telling us what your favourite charm is?”
In late December 2011, PANDORA happily welcomed the millionth fan to its Facebook community.
Hello London

PANDORA took its place alongside the famous brands of London’s premier shopping destination, Oxford Street, on 12 December 2009.
In August 2010, PANDORA took its place on the Responsible Jewellery Council as a proof of its commitment to advancing responsible business practices across the jewellery industry.
On a bright Tuesday morning, 5 October 2010, a brand new ticker symbol appeared on the NASDAQ OMX Copenhagen stock exchange for the first time – ‘PNDORA’.
As PANDORA has grown, so has the PANDORA team, passing 100, 1,000 and, most recently, 5,000 employees.
FAMILY VALUES

PANDORA is a pride of strong individuals with a wholehearted, can-do attitude

Our unique spirit and ways of working have been crystallised into a set of company values known as ‘PANDORA Life’, combining our three core values into one overall concept. In April 2011, we launched a global introduction programme so that all of our employees could actively involve themselves in PANDORA Life.
On an autumn day in Tokyo in 2011, a celebrity magazine snaps a fashionable young member of the Danish royal family, HRH Princess Marie of Denmark, wearing PANDORA jewellery.
After joining the company in August 1991, our longest serving employee in Thailand, Punpisa Khammuang, has just celebrated 20 years of hand-finishing jewellery for PANDORA fans around the world. Today, she is responsible for the finishing process on the largest of our production lines.
A tiny angel has become the world’s most widely worn PANDORA charm with nearly 2.5 million bought so far in gold and sterling silver.
One Sunday morning in late November 2011, more than 30 passionate PANDORA Facebook fans gathered at ‘The Big PANDORA Day Out’ in Pitt Street Mall, Sydney, Australia to meet in person after sharing their stories and memories online.
In February 2012, during the year of its 30th anniversary, PANDORA celebrated its 100th store in the booming Asia region with the grand opening of a concept store in Taipei City, Taiwan.
PANDORA founder Per Enevoldsen had a dream that one day he would be able to travel the world and see a PANDORA store on every high street. Today, his dream has come true, and PANDORA jewellery is currently sold through over 10,500 points of sale in more than 65 countries across six continents.
THE MOMENT WHEN

you became a part of our story.
The history of PANDORA contains enough special moments to fill a book many times over. This collection reflects the memories of those who were deeply involved in the PANDORA story. We believe this is a remarkable journey that has only just begun.

So, as we continue our mission to inspire women around the world to express their individuality, we treasure those who contributed and brought PANDORA to where it is today. And we welcome the unforgettable moments still to come and trust they will reflect a future every bit as remarkable as our past.