

# Thomas Sabo celebrates anniversary and TFWA World Exhibition comeback



Thomas Sabo returns to TFWA World Exhibition to feature a new anniversary collection

In its anniversary year, international jewelry and watch brand Thomas Sabo returns to the TFWA World Exhibition in Cannes as an exhibitor for the first time since 2017.

To honor the brand's 40th anniversary, Thomas Sabo will showcase the new True Romance Anniversary Collection, alongside the popular Thomas Sabo x Haribo Collection, featuring the Goldbears in vibrant, colorful designs.

The brand's founder and chairman Thomas Sabo said, "We are pleased to strengthen our presence in the travel retail market and present our new collections to international partners. Our collections offer the perfect pieces of jewelry for those looking to make a statement with high-quality designs. Each piece reflects the unique DNA of Thomas Sabo and appeals to a global audience."



### Thomas Sabo adds a touch of True Romance to TFWA World Exhibition

With the new True Romance Collection, Thomas Sabo will showcase a collection that unites all facets of the brand's world: timeless elegance, playful design, and rebellious coolness. Delicately crafted from recycled silver, it features bows, sensual roses and mystical symbols that represent the iconic design codes that have shaped the brand's DNA since 1984.

The Thomas Sabo x Haribo Collection presents realistic Goldbears that look almost good enough to eat, combining pop culture with jewelry craftsmanship.

"With these extraordinary collections, we not only celebrate our own anniversary but also the joy of jewelry design that connects people around the world," Thomas Sabo added.