



Bolia keeps expanding in Europe

Since 2000, the interior brand Bolia has grown at a rapid pace. For more than 20 years, the company has been constantly opening new stores and expanding into new regions. The opening of 50 new stores for the next three years brings the future of the brand under the sign of expansion. The new stores will open in major cities in Luxembourg, Germany, the Netherlands, Denmark and France in the coming year, before expanding to Spain and Italy.

Bolia is committed to a design philosophy of its own and continually develops its core values and design in line with Scandinavian traditions. It is with humanity and freedom that the designers conceive this functional and unique design, exclusive to Bolia. In line with a sustainable approach, the brand is committed to offering its customers exceptional products, designed with consideration to the footprint they leave behind. Always made to last for many years, using FSC®-certified wood and STANDARD 100 by OEKO-TEX® certified fabrics in combination with other materials from controlled sources. From the first drafts to the final design, Bolia's global collective of designers make innovative and conscious decisions.



The Bolia stores invite customers to imagine and dream, by sharing their creativity and knowledge of interior design. The client is gently led towards exploration and discovery, whether it be in terms of shapes, colors, materials. Bolia stores are calm sanctuaries, where the concept of business is completely erased in favor of personal well-being and Scandinavian atmosphere that prevail, in harmony with the values conveyed by Bolia.

Grand Openings

Wishing to offer the same experience to its customers throughout Europe, Bolia works tirelessly to expand their design universe. Summer 2021 saw the opening of three stores in the Netherlands; in Breda, Eindhoven and Rotterdam. Pursuing its development, Bolia settles in Luxembourg and will open its doors on October 28, 2021 in a 1.367 m2 store on 4 levels. Luxembourg's first Bolia store is located downtown, on the busy Grand Rue. In November 2021, Bolia offers new spaces to the public in Den Bosch in the Netherlands, Potsdam in Germany and Frederiksberg in Denmark. Then, in spring 2022, three stores will open in France, in Marseille, Paris and Lille, followed by Lyon in summer 2022.



"We are grateful that our customers around the world have welcomed our collections so warmly and are therefore very much looking forward to opening our first store in Luxembourg and introducing our new store concept on this exciting and exclusive market. In the coming year, our plan is to increase the international expansion by opening new stores and starting collaborations with new exclusive dealers, as well as expanding our global collaboration with the American-based Steelcase through a new collection designed for the professional market. Our goal is to open 1-2 new stores every single month in the future," concludes Lars Lyse Hansen, CEO at Bolia.

Within the next three years, Bolia plans to open 50 new stores in order to welcome customers all over Europe, in these unique spaces where the interior and furniture shopping experience is reinvented. The company develops its network, but also its competences by integrating new markets that are still unexplored, thus taking up a major challenge.



Bolia.com

Bolia.com is a design company with 70 stores in Denmark, Sweden, Norway, Germany, Belgium, the Netherlands, Switzerland, Austria, France and Luxembourg as well as online stores in 32 European countries. Bolia also collaborates with 600 resellers in more than 50 countries worldwide and has forged a strategic partnership with US based Steelcase Ltd. for sales in the global professional market. The Bolia design collective includes more than 30 international designers who all share a passion for New Scandinavian Design and sustainable creations.

Contact

PR & Communication

PR@bolia.com