



Bolia opens new store in Copenhagen

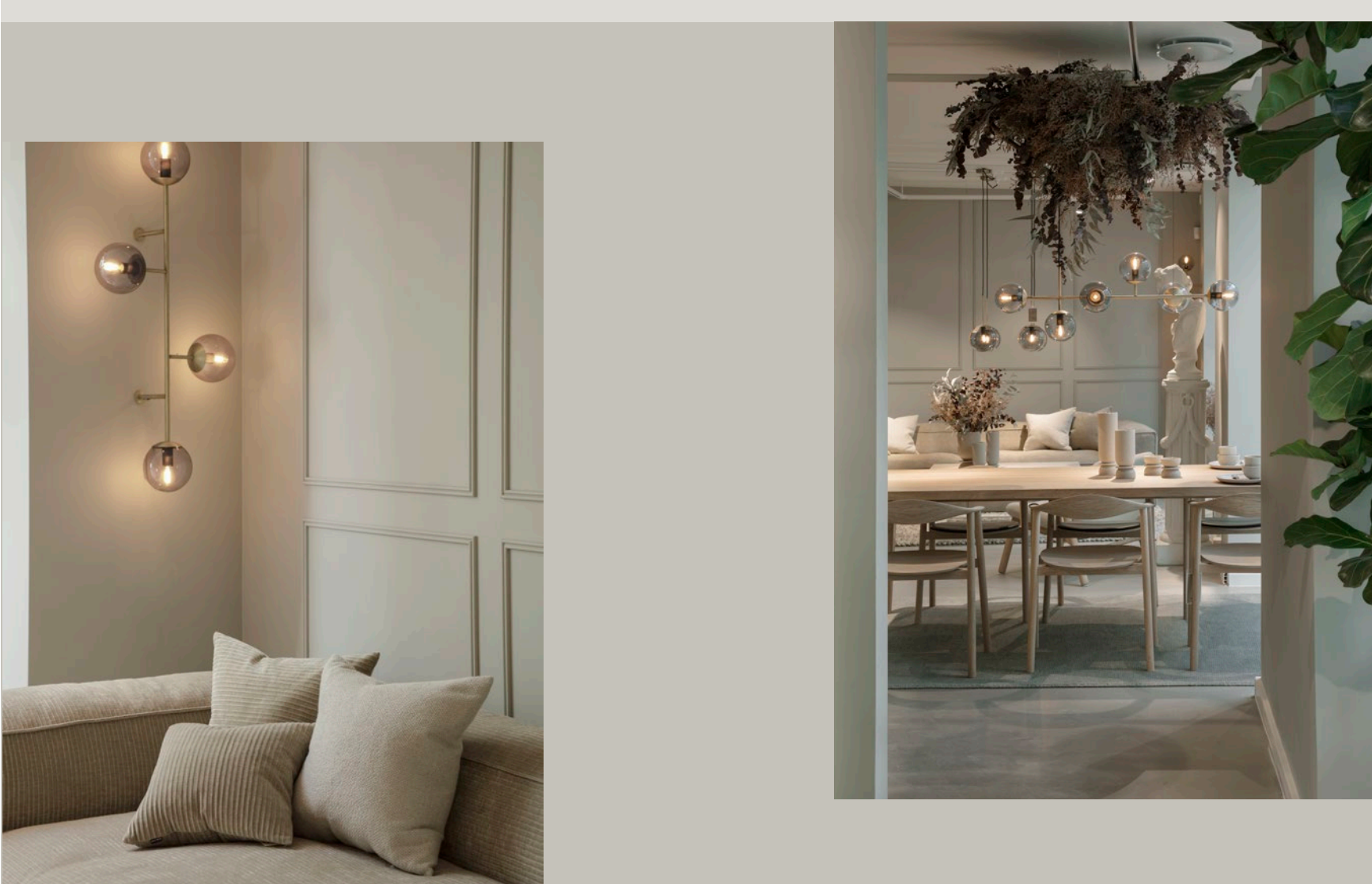
The Danish design company, Bolia will open its 66th store in the beginning of March - this time in the brand's own backyard, Copenhagen, the vibrant and historic capital of Denmark. The store marks the 8th store in Denmark and will not be the only new store or exposé this year.

Green spaces, fantastic restaurants and high-end local boutiques sets the scene for the beautiful and characteristic neighbourhood of Østerbro, that will soon welcome the new Bolia store located in Trianglen, Østerbrogade 78. Reflecting the spirit and creativity of this unique address, the store will open its doors in this exceptional building, whose iconic facades and roof, known to all, are a real eye-catcher.



The new 400 m2 store blends perfectly with the historic surroundings, complimenting and refining them, and will unfold a two-levelled design experience structured around the brand's Design Atelier concept: an inspirational journey through different moods and design environments, inspired by the colours, patterns, elements and seasons of Scandinavian nature.

In the same month, the brand will not only open a new store in the Danish city of Aalborg, but also present a brand-new headquarters in Aarhus, Denmark, which will be a beautiful window into the brand's ideas and prospects for the residential and contract markets. With lounging areas, greeneries, fluid workstations, multifunctional spaces and a home away from home notion, the new headquarters will illustrate exactly what partners and customers can expect when buying into the Bolia brand; something completely different and extraordinary.



Besides the new headquarters, the new store in Aalborg will secure that Scandinavian design will be just around almost every corner in Denmark. For nearly seven years the design company have not expanded in the home country, and the two new stores and a brand-new headquarter are strong indicators that the concept, designs and ideas of the brand hits close to home too, as well as abroad, where the company continues to expand, with new stores in The Netherlands coming up.



Whether in Denmark, Norway, Germany or The Netherlands, the Bolia invites the customer stores and design enthusiasts from around the world to come on in and stroll through our pieces, a cup of coffee in hand to the rhythm of the exclusive Bolia sound.

Bolia.com

Bolia.com is a design company with 66 stores in Denmark, Sweden, Norway, Germany, Belgium, the Netherlands, Switzerland, Austria and France and web shops in 32 European countries. Bolia also collaborates with 600+ dealers in 50+ countries worldwide and has a strategic partnership with US based Steelcase Ltd. for sales to the global professional market. The Bolia design collective consists of more than 30 international designers who all share a passion for New Scandinavian Design and sustainable creations.

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