



Bolia strengthens their position in Denmark - where it all began

The Danish design brand, Bolia, has made great strides internationally in recent years. With the pace of expansion in both new and existing markets, Bolia now has as many as 72 stores in Europe and sells its designs in over 50 countries worldwide. Now it is time to pay tribute to the country where it all started more than 20 years ago. Namely in Denmark, the home market of the design chain.

With the desire to strengthen its position in Denmark and bring Scandinavian design closer to its customers in the local community, Bolia is now returning home and focusing its expansion plans on the Danish market.



New stores in historical settings

Earlier this year, Bolia opened a new large design store on Triangeln in Copenhagen, in a unique and worthy of preservation corner building, as well as a store in a beautiful historic building on Danmarksgade in Aal-borg, whose cultural and historic facade catches the eye of all passers-by. Bolia has also renovated and doubled the size of its international head office, which is located in a beautiful historical setting at Centralværk-stederne, in the heart of Aarhus. With an exclusive, cultural and historical focal point, the brand is once again opening the doors to new design stores in several unique locations - and it is especially the dynamic Copenhagen that is getting the brand's full attention.



Grand Opening

On 18 November 2021, Bolia opens the doors to a new design universe, this time on Falkoner Allé in the exclusive Frederiksberg area, in the heart of Copenhagen. Being located locally and just around the corner is essential for Bolia, allowing its customers to be close by and discover peaceful oases of inspiration and new interpretations of Scandinavian design in the midst of everyday life.

Coming soon...

Bolia also reveals that in autumn 2022, they will occupy the historic premises in Kuglegården on Holmen in Copenhagen, which is currently undergoing a thorough renovation. Here, one of the listed buildings will be the setting for Bolia's largest design store to date on more than 1300 m2, where panoramic windows with beautiful natural light will emphasise every architectural detail and Bolia's beautiful design language. With great respect for Kuglegården's history, which started in 1510 and was originally used by the Danish Navy, Bolia will occupy the exclusive historical room with an ambition to combine Kuglegården's historical cultural heritage with Bolia's Scandinavian and modern design language.



Photo: Byggeselskab Mogens de Linde

Ambitious expansion plans

At the same time, Bolia is intensifying its expansion in Europe and plans to open 1 to 2 new stores every month throughout the year, but despite the many new stores, Bolia never builds two identical stores. Each store is designed according to the building's history and architecture, as well as the style of the local area and customers. In addition, new unique installations and elements are added to give each Bolia store a distinctive character and an inspiring and sensory experience for the store's customers.



Bolia.com

Bolia.com is a Danish design company with 72 stores in Denmark, Sweden, Norway, Germany, Belgium, the Netherlands, Switzerland, Austria, France and Luxembourg as well as online shops in 30 countries in Europe. Bolia also works with over 600 dealers in more than 50 countries around the world.

The Bolia design collective includes more than 40 international designers who share a passion for sustainable solutions and New Scandinavian Design. In close collaboration, two annual collections are formed; always with the ever-changing Scandinavian nature as starting point and where every design is tailor-made to suit the customer's specific needs and wishes.

Press kit

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