



Design chain Bolia breaks new records and turns up the expansion

With keywords such as innovation, durability and traceability, the Danish design chain Bolia has revolutionised design development and invested massively in conversion and digitalisation during the recent years. That effort is rewarded with international sales growth and record profits.

Bolia has revolutionised their design and product development all the way from the first design sketches to the final collection and it has been positively received by customers worldwide.

This is seen in the record result for the financial year 2020/21, which shows a turnover of DKK 1.2 billion (14% sales growth compared to the previous year) and an EBIT result of DKK 96.6 million (20% earnings growth compared to the previous year).

“Our goal has been to develop fewer, but far better designs, by shifting the creative focus from changing trends and rapid collection launches to a more timeless design language, long-lasting quality and more sustainable solutions and materials,” says Bolia CEO Lars Lyse Hansen.



“This means, among other things, that we now only use FSC®-certified wood (FSC® C165124), STANDARD 100 by OEKO-TEX®-certified furniture fabrics and traceable leather in our product development. In addition, we test our designs against the strictest standards on the market, so we are sure that our customers get a beautiful design that lasts for many years. As a result of just that, we have been able to extend our product warranty to 10 years on all designs in our collection” he continues.

Turns up the expansion

This strategy has proved popular with customers, and therefore Bolia also wants to accelerate growth even more.

“We are grateful that our customers around the world have welcomed our new collections so well and are therefore stepping up our expansion of new stores, new online shops, new global partnerships and sales to the professional market,” says Lars Lyse Hansen.

“We have just opened new Bolia design stores in Eindhoven, Rotterdam, Alkmaar, Luxembourg and Berlin and in the future, we plan to open 1-2 new Bolia design stores every month all year round” he concludes.



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.

Bolia.com has been a part of the Lars Larsen Group since 2001.

Press kit

[Find the press release and images here](#)

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