



Design chain Bolia pays record bonus to store employees

Following a record report of 146.3 million euros in sales and a pre-tax profit of 10.2 million euros, the design chain Bolia offered an unprecedented reward to the store employees for a total of almost 1.25 million euros.

Bolia has 480 employees in 63 stores in Denmark, France, Germany, Switzerland, Belgium, Norway, Austria, the Netherlands and Sweden. "I am delighted with the results achieved this year, and very proud of the considerable efforts made by our dedicated employees, designers and partners. We achieved overall sales growth of 22% across all sales channels and markets, despite the challenges caused by the Coronavirus, such as store closures," says Bolia CEO Lars Lyse Hansen.



"In all markets, we had to quickly adapt our stores, sales channels and our ability to accommodate the changes in consumer behavior caused by the Coronavirus. Our fantastic staff has met these challenges with great ingenuity, dedication to our customers, and a strong willingness to move forward. I am proud of the fact that we were rewarded with a total bonus of more than 1 million euros during the year," says Lars Lyse Hansen.

Despite changing consumer patterns, Bolia is making every effort to continue the expansion of the brand, and has recently opened new stores in Bruges, Berlin and Haarlem, while other stores are about to be inaugurated, such as in Copenhagen, Eindhoven and Aalborg. The design chain is thus pursuing an effective international expansion strategy by focusing on new stores, online shopping, retailers and sales in the professional market, a strategy that has enabled the brand to double the revenue since 2015.



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.

Contact

Head of PR
Camilla Kallehauge Møller
PR@bolia.com