



## Bolia expands to the Asian-Pacific market in collaboration with Design Collection Denmark

The award-winning design company Bolia has joined forces with Design Collection Denmark with the aim to expand into the Asian-Pacific market and strengthen the representation of New Scandinavian Design in the region.

In the Autumn of 2022, the first Bolia store will officially open in Singapore. Set in the heart of the vibrant city, close to the Tiong Bahru enclave, the area is synonymous with Singapore's culture and heritage.

As joint partners, Bolia and Design Collection will open the first Bolia store in Singapore this Autumn 2022 and a second store in Singapore is in the cards for Spring 2023. Plans are also underway for Bolia store(s) in Australia, starting with Melbourne in 2023. Headquartered in Singapore, with offices in Denmark and Australia, Design Collection Denmark's strengths have been in the global retail and distribution of Danish design brands.



"We are thrilled about our strong collaboration with the experienced team behind Design Collection Denmark and about the exciting business potentials that lie ahead of us in Asia Pacific. We simply can't wait to share our passion for New Scandinavian Design, inspiring spaces, and sustainable choices - and to open the first out of many new exclusive Bolia stores, beginning with lovely Singapore during Autumn", says Lars Lyse Hansen, CEO of Bolia International A/S.

"At Design Collection Denmark, we are proud to introduce the world to iconic Danish design and functionality. Our strengths lie in creating brand experiences and flagship stores that focus on the customer journey. Our shared values and commitment to know-how, commercial responsibility and growth allow DCD to fully focus on the development and growth of Bolia in the Asian Pacific region", says Michael Østergaard, CEO of Design Collection Denmark.



### About Bolia

Bolia.com is an award-winning Danish design company with 77 stores in Denmark, Sweden, Norway, Germany, the Netherlands, Switzerland, Belgium, Austria, France, and Luxembourg as well as online shops in 30 countries in Europe. Bolia also has over 600 trusted dealers in more than 50 countries around the world.

The Bolia design collective includes more than 60 international designers who all 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.

### About Design Collection Denmark

Founded in 2006 by Danish entrepreneurs Michael Østergaard and Jonas Wulff Møller, the Design Collection Denmark adventure started in Singapore, where the company continues to own and manage the retail operations of the Bang & Olufsen flagship store. With three strategic offices located in Denmark, Singapore and Australia, the Design Collection team has expanded and now supports its network of brands globally with its marketing and sales expertise. This support will allow Bolia to focus on achieving growth without compromising its unique Scandinavian DNA and heritage.



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### Press kit

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