



Bolia opens their first store in Spain

Avinguda Diagonal 478, Barcelona

The 80th Bolia store has opened its doors on March 10th in Barcelona. This is the brand's first ever opening in Spain. Located in the heart of the largest city of Catalonia, on the famous Avinguda Diagonal, you will experience their new SS23 collection in a beautiful, historical setting.

This is a first step for the Danish design company, which is finally expanding into the Spanish market. Bolia is ready to inaugurate a new 500 m2 store in several levels, in a stunning building surrounded by major international brands. Located on the famous Avinguda Diagonal, the 80th Bolia store takes on a prime location.



"We are very grateful for the warm welcome we received in our newly opened stores. We have a strong passion for sustainability, Scandinavian design, beautiful spaces, and an amazing potential for global growth. Therefore, we carry on and intensify our expansion investments with the opening of a new Bolia Store in a brand-new market: Spain", says Lars Lyse Hansen, CEO of Bolia.

Since 2000, Bolia has experienced exponential growth. The Danish design brand keeps opening new stores in Europe. The success probably lies with the stores being true oases of relaxation. Bolia invites the customer to picture themselves, to imagine and even dream, while sharing its creativity and knowledge of interior design. The concept of sales is completely replaced by the well-being and Scandinavian atmosphere that dominate, in harmony with the values conveyed by Bolia.

The new store in Barcelona opened its doors on March 10th with the spring universe of the SS23 collection. Inspired by Scandinavian nature and its vital force, the new pieces are an invitation to embrace the flourishing spring season.



Bolia.com

Bolia.com is a Danish design company with 80 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 60 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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