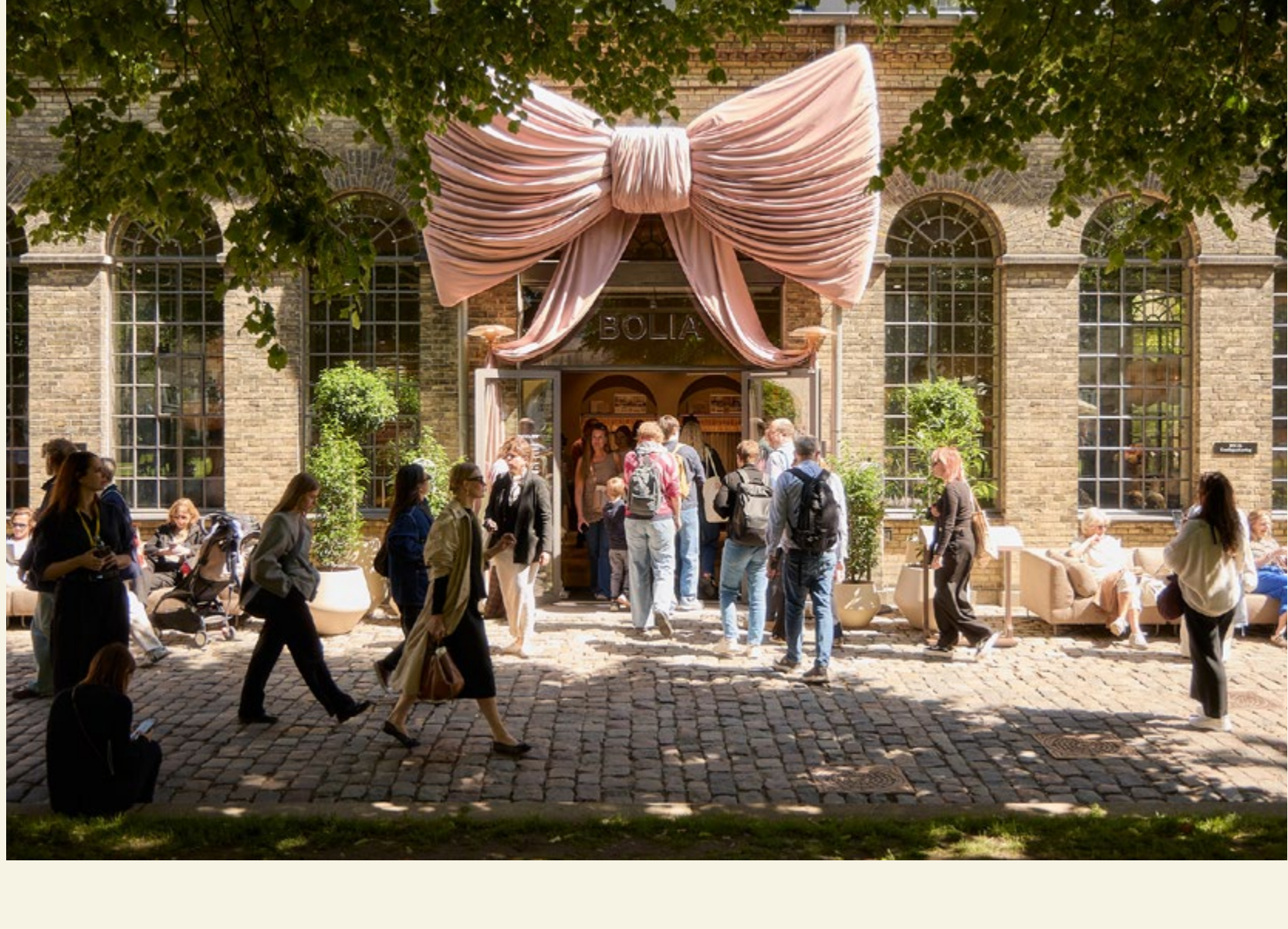


BOLIA



BOLIA celebrated a successful and inspiring 3daysofdesign 2026

BOLIA concluded a highly successful 3daysofdesign 2026, welcoming thousands of design enthusiasts, architects, creatives, customers, and international visitors to its Holmen showroom at Kuglegården during three vibrant and sun-filled days in Copenhagen.

[Press kit](#)

With a packed programme, inspiring design experiences and a warm festival atmosphere, BOLIA once again established itself as one of the festival's must-visit destinations, celebrating Scandinavian creativity, craftsmanship, and meaningful design experiences.



Throughout the festival, guests explored the reveal of BOLIA's AW26 Collection – a celebration of beauty, quality and longevity presented in an inspiring setting for both indoor and outdoor living. From the BOLIA x La Cabra pop-up coffee café and champagne celebrations to a customised BOLIA photo booth, visitors were invited to explore meaningful Stories of Love inspired by the brand's new creative direction. Live DJ sessions added energy and atmosphere in the afternoon, while dog-friendly experiences reflected BOLIA's belief that great design is made to be enjoyed by the whole family.

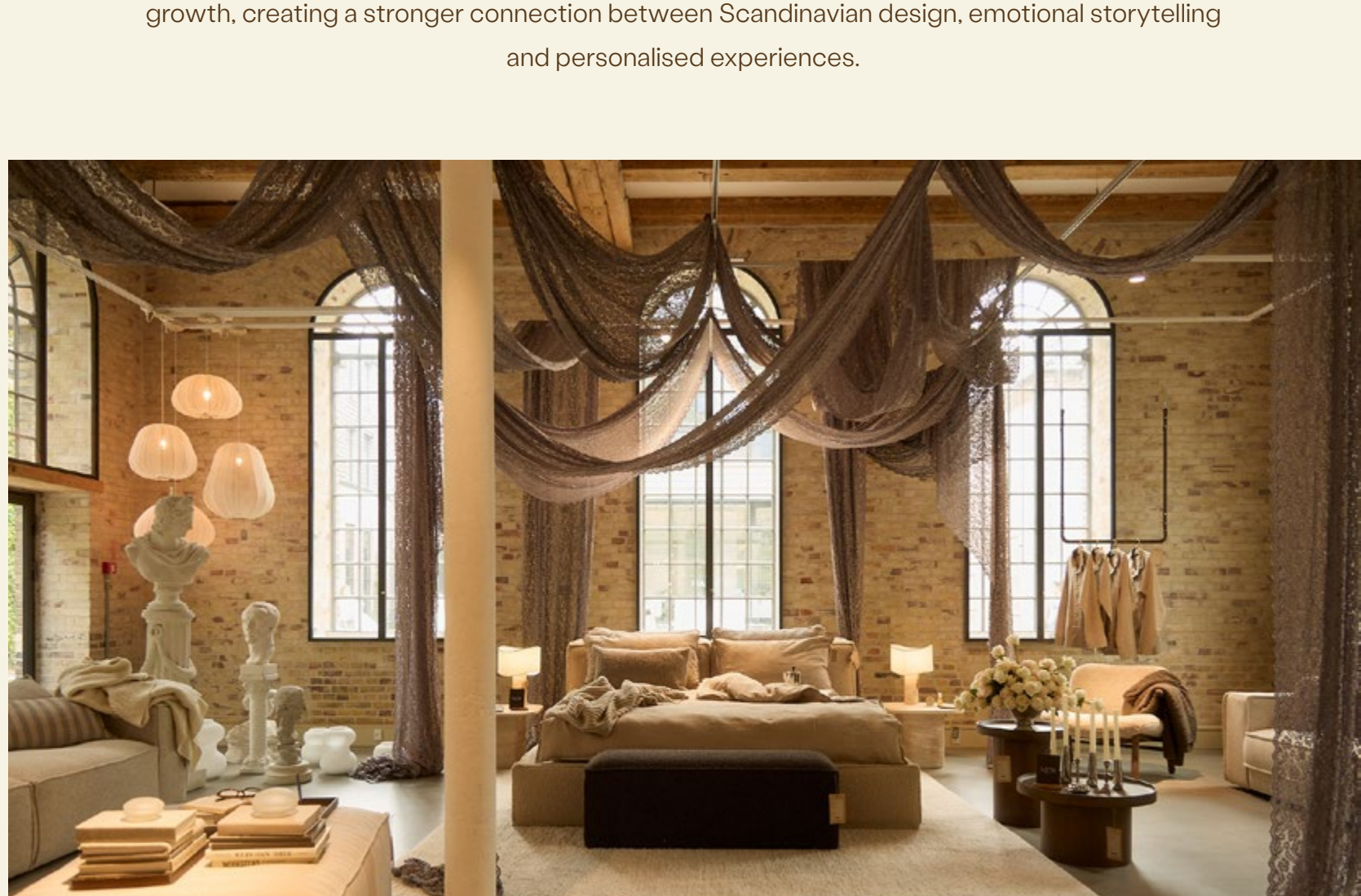


This year's edition was particularly significant as it marked the official launch of BOLIA's new global store concept, developed in collaboration with internationally renowned brand expert **Martin Lindstrøm**.

Built around the new brand promise, Tailoring Your Dreams, the concept introduced a more personal, emotional and immersive customer experience. The new direction places customisation, emotions and longevity at the centre of the BOLIA universe, transforming stores into inspiring destinations where visitors can explore design in a more meaningful and individual way.

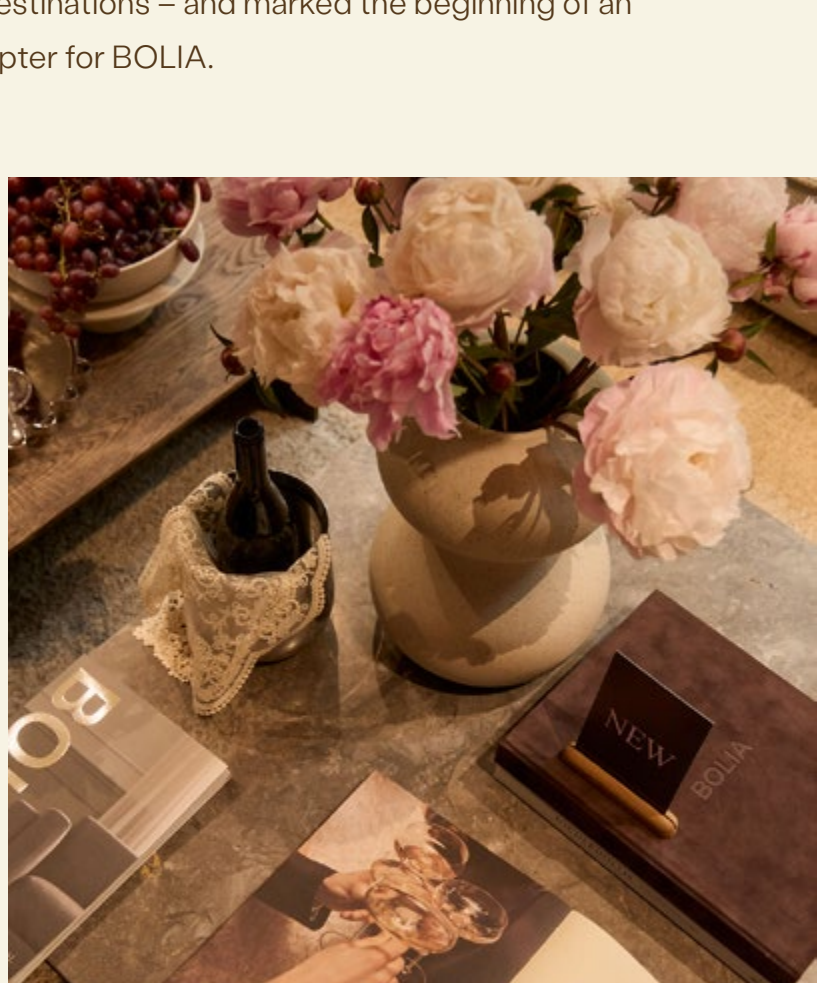
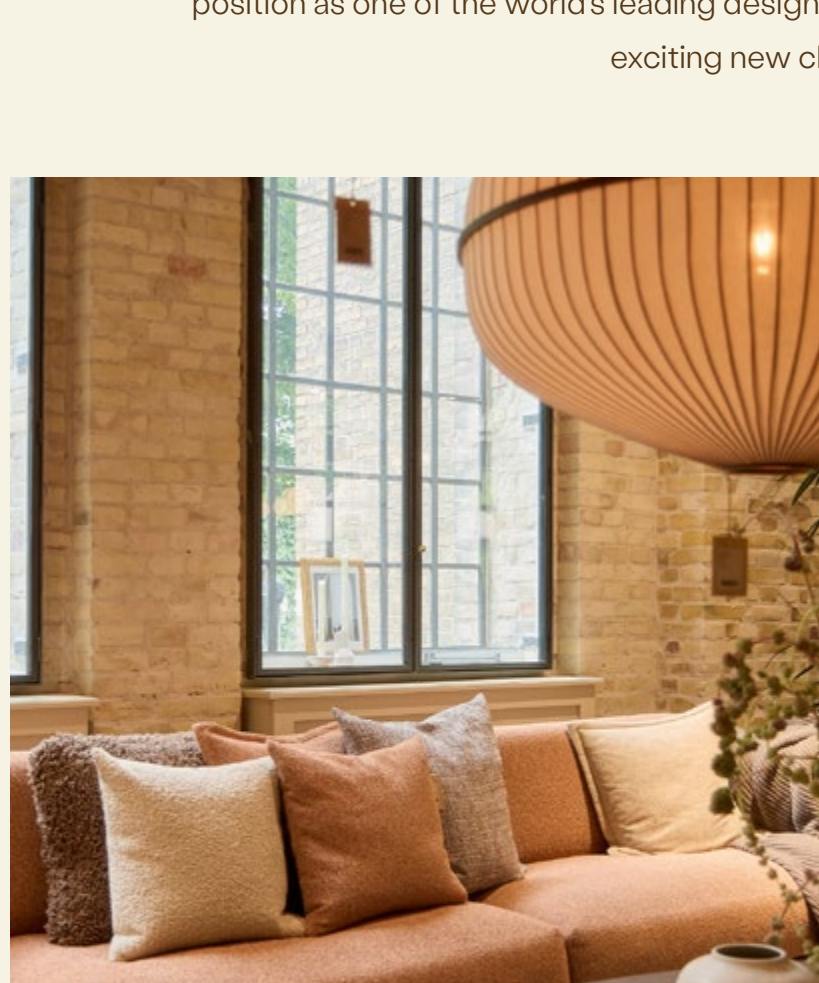


The concept also unveiled a more luxurious and authentic expression for the brand, featuring new storytelling elements, a dedicated space for personal design guidance, and a renewed focus on helping customers create homes that reflect their dreams, personalities and lifestyles. The launch represents an important milestone in BOLIA's continued evolution and international growth, creating a stronger connection between Scandinavian design, emotional storytelling and personalised experiences.



Reflecting on the festival, BOLIA experienced exceptional engagement across all activities, with visitors embracing the opportunity to discover new collections, connect with fellow design enthusiasts and experience the future direction of the brand firsthand.

As 3daysofdesign 2026 came to a close, the event once again demonstrated Copenhagen's position as one of the world's leading design destinations – and marked the beginning of an exciting new chapter for BOLIA.



BOLIA

BOLIA is a renowned Danish design company inspired by the belief that beautiful spaces can transform the way people live. With a deep passion for craftsmanship, creativity and longevity, BOLIA collaborates with talented designers from around the world to create tactile, lasting designs made to be lived with, loved and passed on for generations. The collection is rooted in New Scandinavian Design and tailored around the dreams and stories of the people who live with them.

Through its stores, digital universe and creative collaborations, BOLIA invites people into a world where home becomes the setting for life's most meaningful moments and where Stories of Love unfold. Today, BOLIA operates more than 100 stores across Europe, Australia and Singapore, alongside in-store shops in 30 countries and a global network of partners.

[Press kit](#)

[Download text & images](#)

[Contact](#)

PR@BOLIA.COM