

BOLIA



BOLIA enters the UK market after three years of strong growth

Danish design brand opens two flagship stores in prestigious London locations and unveils a completely new store concept developed in collaboration with world-renowned brand expert

Martin Lindstrøm.

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Danish design brand BOLIA continues its successful European expansion with the opening of two flagship stores in London this September. Following recent store openings across Switzerland, Germany, France, Sweden and the Netherlands – and surpassing the milestone of 100 stores worldwide – BOLIA is now entering one of the world's most influential design capitals.

The London opening represents another important milestone in BOLIA's long-term growth strategy and reinforces the company's ambition to make Scandinavian design and exceptional customer experiences accessible to even more people across Europe.



Two flagship stores in the heart of London

BOLIA's first London flagship store will open on 9 September in the vibrant Fitzrovia district, on the iconic **Tottenham Court Road**. Spanning 332 m², the store occupies a prominent corner location with an elegant glass façade, offering an immersive showcase of BOLIA's complete design universe within an inspiring architectural setting.

The second flagship will open on 10 September on **Portman Square** in the exclusive Marylebone district. Set across 300 m² and two floors of a beautifully restored historic building, the store brings together timeless architecture and contemporary Scandinavian design.

Together, the two flagship stores mark BOLIA's arrival in one of the world's leading destinations for design, architecture and lifestyle, providing Londoners with a new destination to experience the brand's distinctive approach to Scandinavian design.



A new store experience created with Martin Lindstrøm

To celebrate its arrival in London, BOLIA will unveil an entirely new store concept, developed in close collaboration with Martin Lindstrøm – world-renowned brand expert, bestselling author and one of today's leading voices in branding, customer experience and business innovation.

Developed over the past year through creative workshops, customer insights and close collaboration between BOLIA and Lindstrøm, the concept is designed to create an even more inspiring, personal and welcoming experience for every visitor. It will launch alongside BOLIA's latest collection, bringing the brand's vision to life in a new and immersive way.

"London has always been one of the world's great design cities, making it the perfect place to introduce the next chapter of BOLIA. Together with Martin Lindstrøm and his talented team, we have challenged ourselves to rethink every aspect of the in-store experience – from the way customers discover our collections to how they feel when they walk through the door. We cannot wait to welcome the people of London and share everything we have created together,"

says Lars Lyse Hansen, CEO of BOLIA.



Continued growth and international expansion

Despite challenging market conditions across the European furniture industry, BOLIA has achieved more than 40% revenue growth over the past three years, while continuing to invest in design, sustainability, digital development and international expansion.

The London launch marks another significant step in BOLIA's long-term growth strategy, bringing together Scandinavian design, craftsmanship and exceptional customer experience – as the brand continues to expand across both established and new international markets.

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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 online shops in 30 countries and a global network of partners.

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