

BOLIA



BOLIA INTRODUCES A NEW CREATIVE STRATEGY

Marking a significant milestone for the Scandinavian design brand, BOLIA unveils a new design collection, a new creative universe and a completely new store experience, developed in collaboration with renowned brand expert and best-selling author, Martin Lindstrøm. The new creative strategy reflects a design philosophy dedicated to customisation, craftsmanship, and longevity combined with the emotional connections we create in our homes, where stories of love unfold and dreams come true.

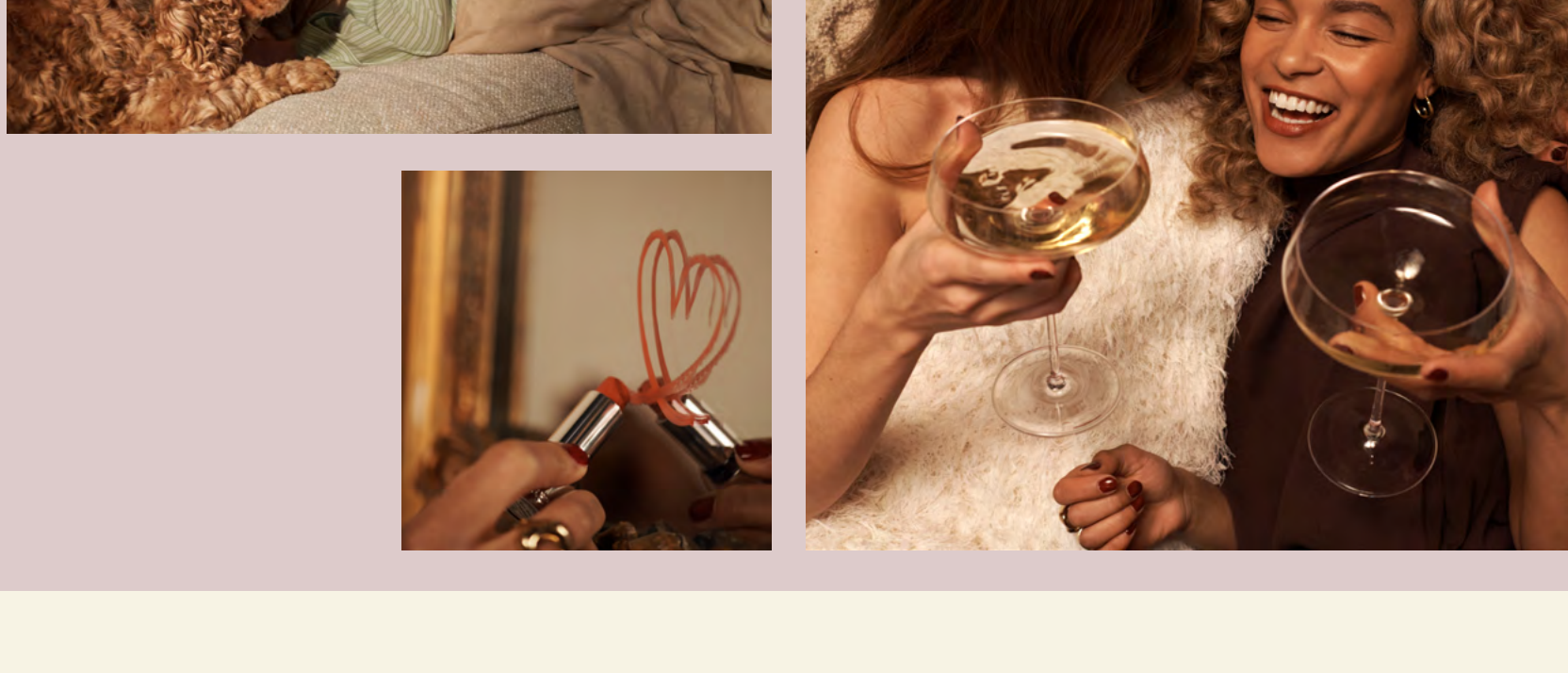
"The past year we have enjoyed a wild and refreshing ride together with Martin Lindstrøm and his team – with inspirational workshops, lots of valuable customer insights and a creative look at our lovely company with fresh new eyes. All with the ambition to create an even more inspirational, more personal and warm experience for our customers around the world."

All this has resulted in a wonderful myriad of new creative ideas and initiatives and in the creation of a new design philosophy, a new store experience, a new creative universe and new stories of love" says CEO Lars Lyse Hansen.



Tailoring Your Dreams

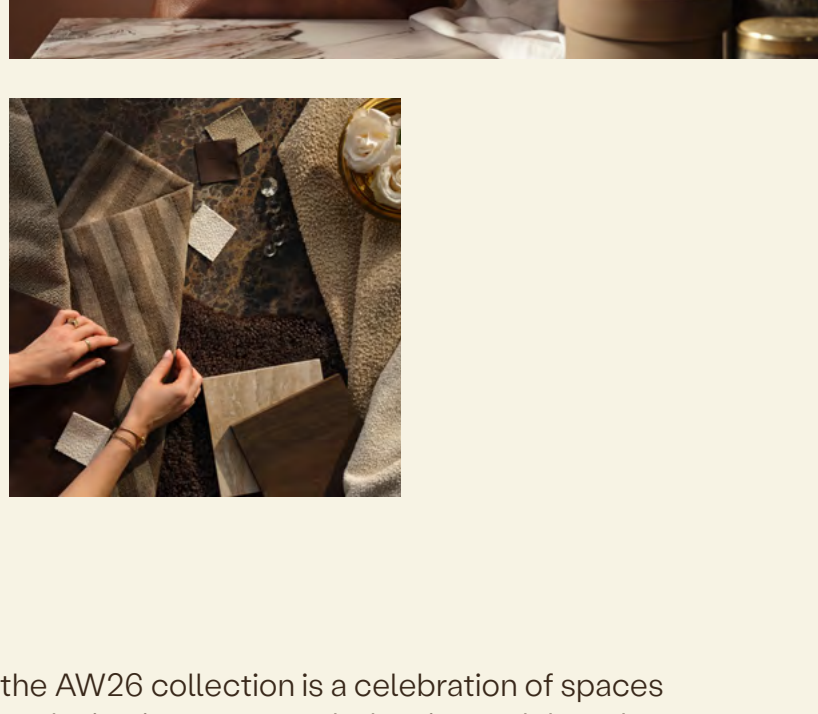
At the heart of BOLIA's new universe is 'Tailoring Your Dreams' – a celebration of the belief that every home should be shaped around the people who live in it. Through customisable designs, expert guidance and inspiring experiences, BOLIA empowers customers to create spaces that reflect their lifestyle, personality and dreams. The ambition is simple: to transform individual dreams into lasting interiors that adapt beautifully to life as it unfolds.



Stories of Love

'Stories of Love' reflects BOLIA's belief that great design is about more than aesthetics – it is about the moments, relationships and experiences that shape everyday life. From quiet mornings and shared meals to moments of creativity, comfort and togetherness, it celebrates the emotional connections we build with our homes and the spaces we share.

Throughout the AW26 Collection, this philosophy is brought to life through each design. Crafted with tactile materials, timeless aesthetics and exceptional craftsmanship, 'Stories of Love' forms the foundation of BOLIA's renewed brand universe and collection – placing people, meaningful moments and love stories at the centre.



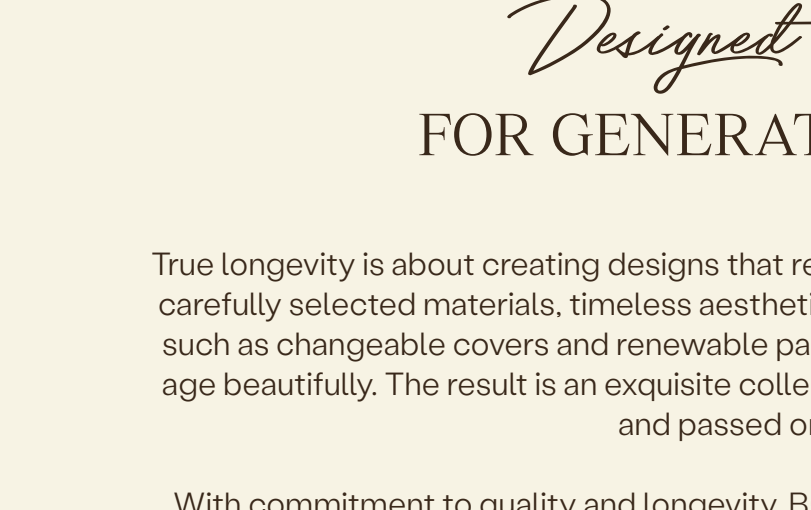
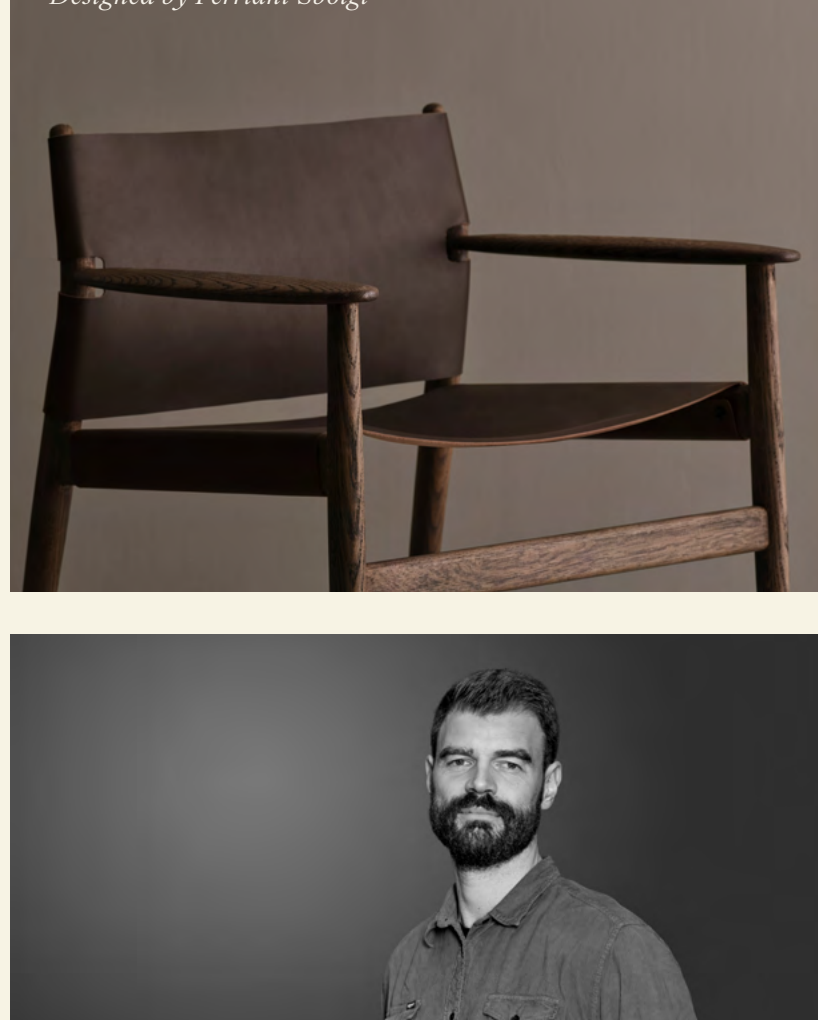
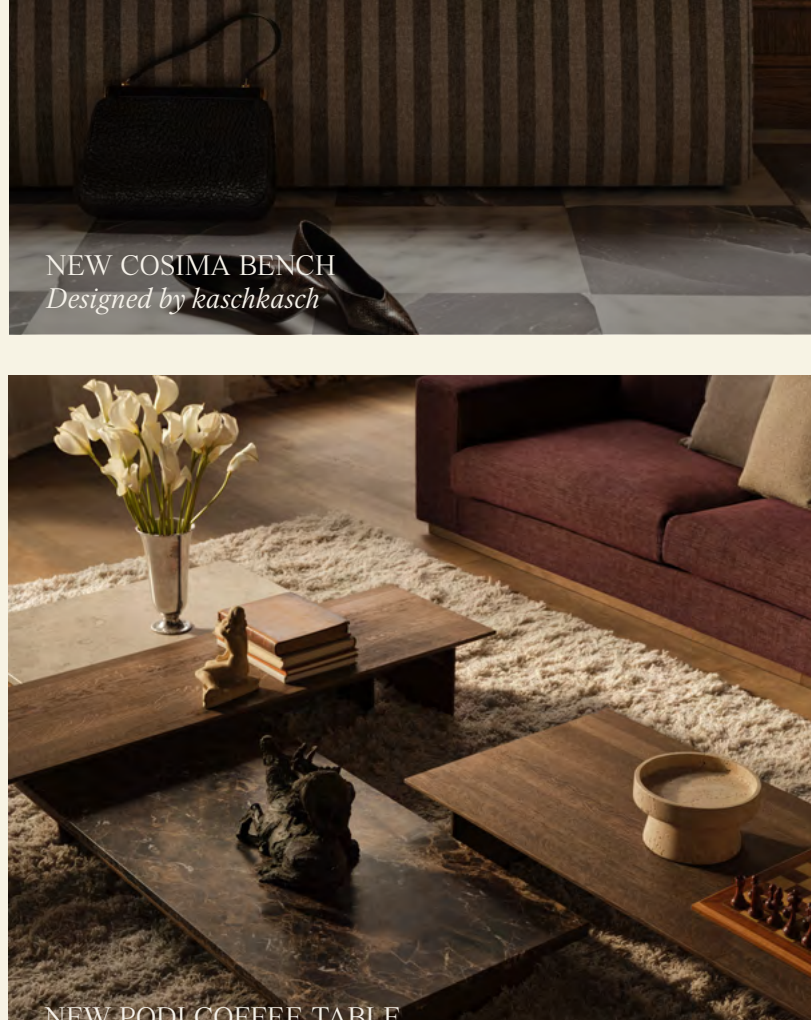
A new, luxurious STORE EXPERIENCE

Building on the collaboration with Martin Lindstrøm, founder and chairman of Lindstrom Company and one of the world's leading experts on branding, BOLIA has developed a more personal and inspiring store experience, where customers are encouraged to explore, touch, customise and discover designs at their own pace.

With tailored guidance, endless possibilities for customisation and tactility at its core, every space can be shaped to reflect individual dreams – from private homes to professional environments. Visitors are welcomed to explore the collection in a fresh, new inspiring atmosphere with new creative surprises and personal services.

"We have so much love and inspiration to share from our creative collaboration with Martin Lindstrøm, so feel free to explore it all on Bolia.com or visit your local BOLIA store for a much more personal and authentic experience. We can't wait to show you everything," says CEO Lars Lyse Hansen.

Press kit



Designed to be loved FOR GENERATIONS TO COME

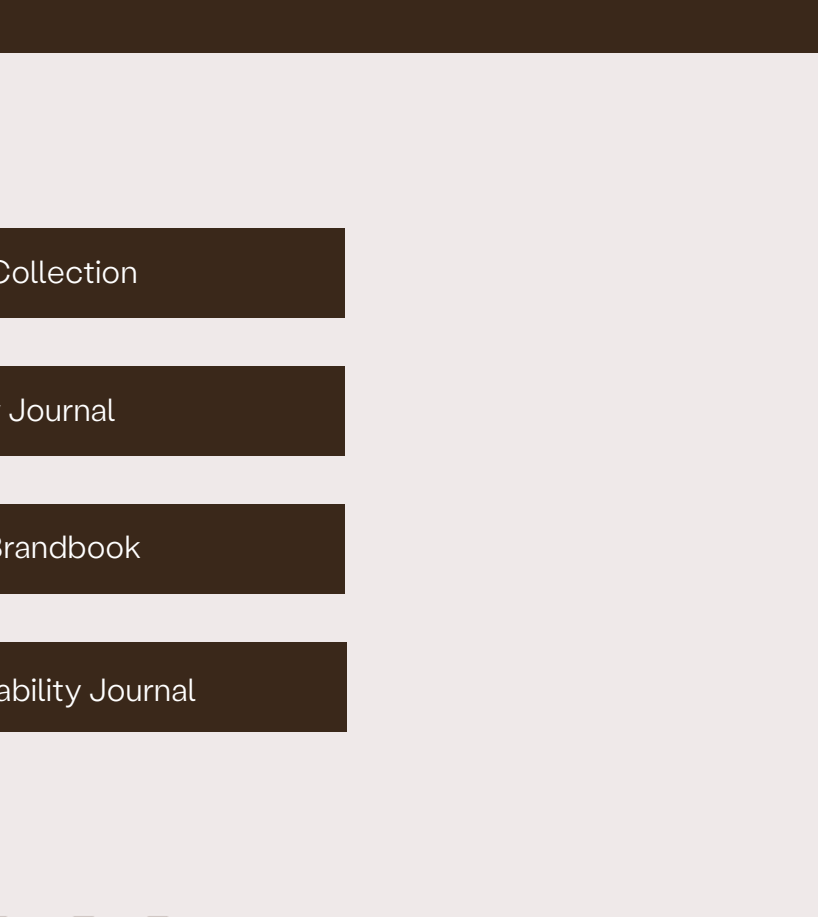
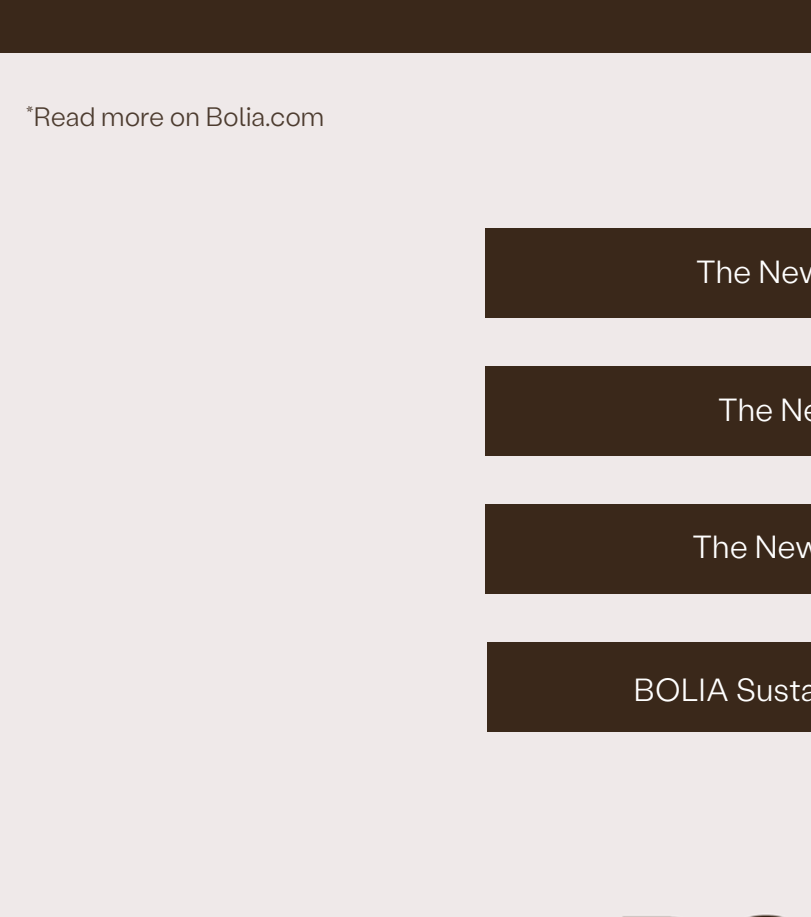
True longevity is about creating designs that remain beautiful and meaningful over time. Through carefully selected materials, timeless aesthetics and thoughtful component design with details such as changeable covers and renewable parts, BOLIA designs are made to adapt, evolve and age beautifully. The result is an exquisite collection designed to be cherished for years to come and passed on for generations.

With commitment to quality and longevity, BOLIA has – with the launch of the new collection – extended its product warranty from 10 to 12 years on all designs'.



Final touches

Home is shaped by the details. The textures you reach for, the objects you live with, and the pieces that quietly bring warmth and personality to a space. From handwoven rugs and tactile cushions to sculptural lighting and cherished everyday objects, these are the finishing touches that complete a home and make it unique.



"At BOLIA, we believe your home should reflect your story, and the new collection is a celebration of exactly that. Rooted in quality, luxury and longevity, each design is crafted to last for decades of life. And with great craftsmanship and beautiful designs, we honour the meaningful moments at home – where Stories of Love unfold, and dreams come true," says CEO Lars Lyse Hansen.

The new collection launches today, August 17, in stores and online.

*Read more on Bolia.com

The New Collection

The New Journal

The New Brandbook

BOLIA Sustainability Journal

BOLIA

Tailoring Your Dreams

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.

Press kit

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