

BOLIA



BOLIA brings its design universe to London with two new stores

Danish design brand BOLIA is taking the next step in its international expansion with the opening of two new showrooms in the heart of London.

Press kit

Located at 95 Tottenham Court Road and 1 Portman Square, Marylebone, and with Grand Openings taking place on 9 and 10 September, these openings mark BOLIA's entry into one of the world's most influential cities, positioning it alongside renowned international design brands.

"Establishing ourselves at such an iconic London address is a major strategic asset, as well as a clear statement of our identity and growth ambitions," emphasises Lars Plauborg,

Expansion Manager at BOLIA.

For BOLIA, establishing a presence in London represents more than international growth – it's an entry into one of the world's most iconic and influential design capitals. With the openings,

BOLIA takes its place among internationally recognised design houses while bringing a distinctly Scandinavian perspective to the London design scene.



From vibrant Fitzrovia to refined Marylebone

Located in central London, Fitzrovia and Marylebone each offer distinctive yet complementary settings, both characterised by a balance of heritage and contemporary city life. Together, they are home to thriving communities where culture, innovation and neighbourhood life coexist and an environment that aligns naturally with BOLIA's design universe.

"London is a global hub for design, architecture, and creativity. Being present in this market allows us to connect with an international clientele that appreciates beautiful, great craftsmanship and a strong commitment to longevity. These two locations mark the beginning of a new chapter for us – rich in opportunities, growth, and inspiration," Plauborg adds.



A brand-new experience

Commercial performance confirms the relevance of this strategy: between the 2024 and 2025 financial years, revenue generated in the United Kingdom reached an index of 125 compared to budget forecasts. This growth has reinforced the decision to open physical stores to support the brand's expansion and strengthen its proximity to British customers.

"My ambition is to make BOLIA a must-visit destination for Scandinavian design on a global scale – with iconic locations in all major, inspiring capitals, from Tokyo to New York and Milan," concludes

Lars Lyse Hansen, CEO of BOLIA.



Beyond opening two new stores, BOLIA is introducing a new kind of Scandinavian design experience to London - one shaped by atmosphere, tactility and emotion as much as furniture and interiors. Rather than traditional retail spaces, the stores are conceived as inspiring design destinations where visitors can explore, pause and connect with the BOLIA universe in a more personal and intuitive way.

"London has one of the world's most inspiring design audiences, and we want to create spaces that offer more than a showroom visit. We want people to feel inspired and moved the moment they walk through the door," says Lars Lyse Hansen, CEO of BOLIA.



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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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