

BOLIA



BOLIA reopens renovated Utrechtsestraat store in Amsterdam

On March 19, 2026, BOLIA's Utrechtsestraat store – the brand's first address in the Netherlands, opened in 2015 and now one of its flagship locations – will reopen its doors following a complete renovation. The space will unveil a fully reimagined interior, already showcasing the new Spring – Summer collection.

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After ten years of serving Dutch enthusiasts of Scandinavian design, this historic store deserved special attention. Located in the heart of a lively district defined by picturesque streets and alleyways, it has become a familiar destination for Amsterdam residents.

"Our Utrechtsestraat store is deeply rooted in neighbourhood life and well known throughout the city. For a decade, our dedicated team has welcomed customers there in a space full of character. It was time to give it a new lease of life: we continuously renovate and modernise our stores to offer an ever more refined customer experience," explains Lars Plauborg, Expansion Manager at BOLIA.



A much-loved address among Amsterdamers

Covering 251 m², the store ranks among the favourite destinations of Amsterdam locals. The renovation aimed to modernise the space in response to growing demand for minimalist and responsible interiors. Attuned to functionality, timeless aesthetics, and the use of responsible materials, Dutch customers share strong affinities with the values of Scandinavian design, where simplicity and modernity take centre stage.



By emphasising craftsmanship, customisation, and innovation, BOLIA offers a shopping experience that resonates perfectly with contemporary lifestyles in the Netherlands, further cementing its position as a key reference in the world of responsible, high-end interior design.



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BOLIA is a Danish design company with 99 concept stores across major European markets, as well as stores in Australia and Singapore. With online shops in 30 countries and a global network of retailers, BOLIA brings its Scandinavian design universe to customers worldwide.

The brand's design collective is made up of internationally renowned designers who share a passion for quality craftsmanship and timeless Scandinavian design crafted from the finest, most durable natural materials. The company's creative concept has received several international awards, including the E-commerce Award, Creative Circle, European E-tail Awards, and World Retail Awards.

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