

# BOLIA



## BOLIA unveils a new global design experience at 3daysofdesign

At this year's 3daysofdesign, BOLIA will showcase a brand-new global design universe created in collaboration with internationally renowned brand expert and bestselling author Martin Lindstrøm.

[Press kit](#)

Revealed for the first time at BOLIA's flagship store at Kuglegården in Copenhagen, the collaboration with Lindstrøm introduces a new store concept, a renewed design philosophy and a more personal customer experience – marking the beginning of a new chapter for the Danish design company.

Built around a design philosophy that celebrates beauty, luxury, quality and longevity, the collaboration reflects BOLIA's love for life, creativity and nature.



### A creative collaboration shaped by emotion and purpose

Over the past year, BOLIA and Lindstrøm have worked closely together through workshops, customer insights and creative explorations of the BOLIA universe.

Known globally for his pioneering work in branding, consumer behaviour and emotional connection, **Martin Lindstrøm** is a bestselling author, founder of Lindstrom Company and trusted advisor to some of the world's most iconic brands. He has also been recognised by TIME Magazine as one of the world's 100 most influential people.

BOLIA and Lindstrøm have reimagined how a design brand can create deeper emotional connections through atmosphere, storytelling and personalised experiences. The result is a more luxurious and authentic brand universe that places people, emotions and meaningful moments at the heart of the customer experience.



### Tailored for life as it unfolds

At the heart of BOLIA's new universe is Tailoring Your Dreams – a new brand promise celebrating the belief that every home should be as individual as the people who live in it. Bringing this vision to life are Stories of Love, six inspiring design narratives that explore the emotional connections we build with our homes, furniture and everyday moments. From inspiring stores and a renewed digital universe to new services and design experiences, the ambition is to create meaningful spaces that become part of everyday life and are cherished for generations.

*"We are passionate about creating designs that are not only beautiful and long-lasting but also awaken the senses and invites you to touch. Our ambition is to create magical spaces where you can leave your worries behind, let go and reload - and a home where life, inspiration and stories of love can unfold,"* says Lars Lyse Hansen, CEO of BOLIA.



### An exciting new chapter

The official reveal will take place during 3daysofdesign at BOLIA's flagship store at Kuglegården in Copenhagen. Set within one of the festival's most inspiring design destinations, visitors will be invited to experience BOLIA's new design universe firsthand, where architecture, materials, lighting, storytelling and sensory experiences come together.

The unveiling marks a new chapter for BOLIA as the brand continues its international growth. By combining New Scandinavian design with emotional storytelling, BOLIA presents a new vision for contemporary design – built on inspiration, authenticity and the art of customised solutions.

More details about the collaboration and the official reveal during 3daysofdesign will follow soon.



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

[Press kit](#)

[Download text and images](#)

[Contact](#)

[PR@BOLIA.COM](mailto:PR@BOLIA.COM)