

BOLIA



BOLIA opens a new store in Strasbourg

In February 2025, a brand-new world of New Scandinavian Design will come to life in the heart of Strasbourg, at 2 Rue de la Mésange. BOLIA's collections will unfold across two floors in an elegant 300 m² space, in a city renowned for its history and vibrancy.

Press kit



This marks the very first time that BOLIA is setting up in Strasbourg. The Scandinavian design brand, with its unmistakable identity, has chosen this culturally and historically rich city to host its new store.



Strasbourg, at the crossroads of French and German cultures, boasts a unique heritage reflected in its architecture, gastronomy, and Alsatian dialect. Its 14th-century covered bridges, among the oldest in Europe to have retained their original function, are today symbols of the city and popular spots for visitors. As home to the European Parliament, the Council of Europe, and the European Court of Human Rights, Strasbourg is also a major political centre. The city stands out for its vibrant festival scene, hosting events throughout the year, such as the Strasbourg International Film Festival and the Jazzdor festival.



It is in this rich and inspiring setting that BOLIA invites design enthusiasts to explore its collections. Located right in the city centre, just a stone's throw from Place Kléber and several tram stops, the new store will span the ground and first floors of an elegant building.

The grand opening is scheduled for February 20, 2025.

Address:
2, Rue de la Mésange
67000 Strasbourg



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BOLIA is a Danish design company with 92 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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