



Bolia unveils a new logo

A symbol of evolution and design

Bolia, the interior design company known for its commitment to Scandinavian design, creativity, and sustainability, is revealing a new logo, coinciding with the global release of the 2024 Spring Collection. Inspired by the rich history and ethos of the brand, the new logo represents an exciting new visual chapter in the company's journey ahead.



Lars Lyse Hansen, CEO

CEO Lars Lyse Hansen shares some insights into the origin of the Bolia.com brand and reflections behind redesigning the company logo:

"When Bolia was established in the year 2000, it was, in many ways, a pioneering business concept. Our ambition from day one was to develop a retail company on an e-commerce platform to combine the best of both worlds. Back then, Bolia was probably the first furniture company in the world to use the website as the point of sale system in the physical stores and remove the barriers between retail and e-tail. Therefore, it was a natural choice to brand our company and our retail stores with a Bolia.com logo, which symbolised the uniqueness of our concept."



Since then, Bolia has maintained its position at the forefront of innovation and design, garnering prestigious international retail and e-tail awards. The company offers meticulously crafted, customisable designs developed by renowned designers from around the world. These elements contribute to Bolia's collection of New Scandinavian Design, distinguishing it as truly unique.



"Over the past 24 years, Bolia has experienced significant growth and evolution. As a company, we have refined our concept and strengthened our collection. With our new logo, we aim to express our development as a global brand while clarifying our design identity, all while remaining true to our Scandinavian roots of creativity, simplicity, and craftsmanship. The new logo symbolizes the culmination of our origins in both retail and e-tail, bringing them together as one entity and marking the final chapter of dot-com. We believe our new logo achieves these objectives, and we are thrilled to unveil it alongside the launch of our fresh new Spring Collection."

- CEO, Lars Lyse Hansen.



Bolia is a Danish design company with a global presence, featuring 85 stores and web shops across 30 European countries, alongside agents, dealers, and partners in more than 50 countries worldwide. The Bolia design collective features world-renowned international designers, all driven by a shared passion for durability, quality craftsmanship, and sustainable solutions.

Press kit

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