### **BOLIA**



## This season, BOLIA invites you into a world of renewed creativity and Scandinavian design. From

**BOLIA loves Paris** 

September 4 to 13, 2025, during Paris Design Week, the Danish brand presents new and striking

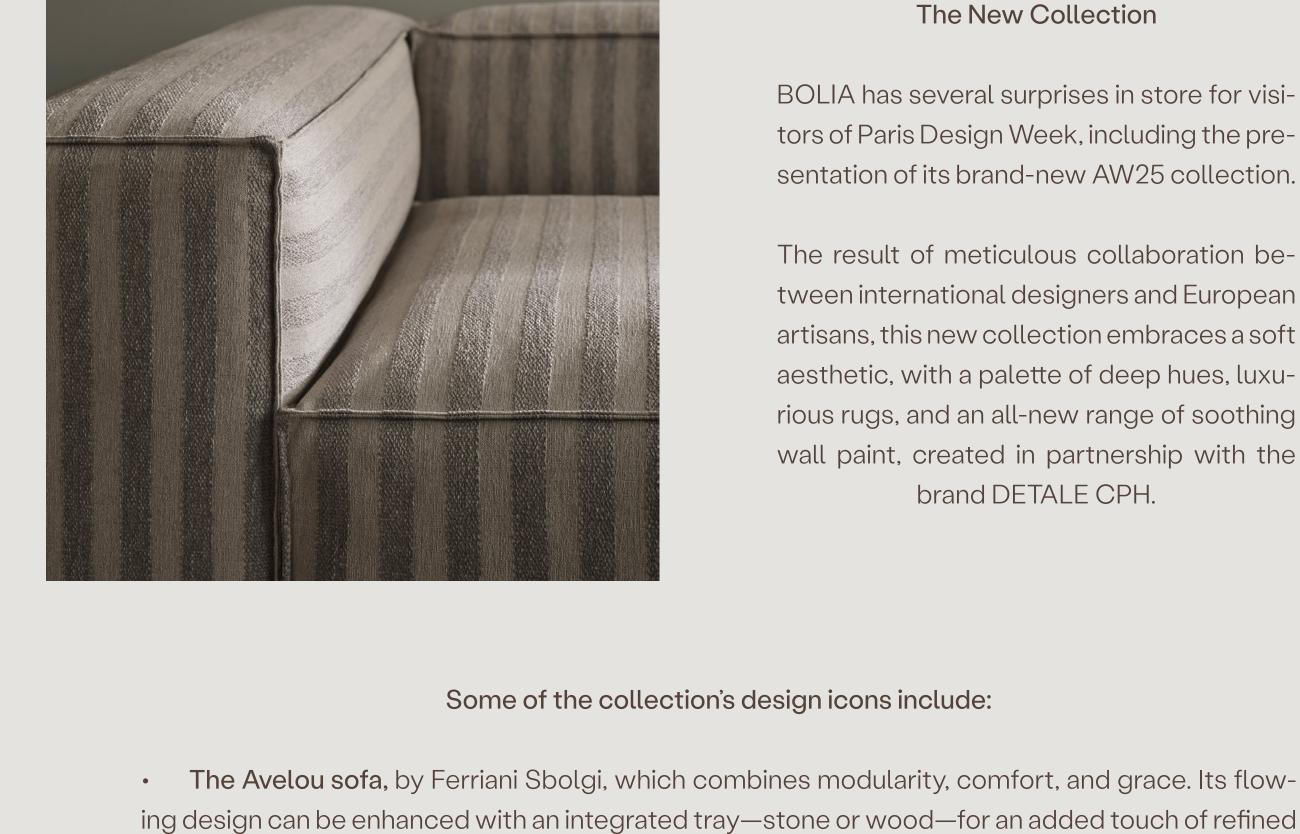
design icons from the AW25 collection – showcased in a completely redesigned space and a newly opened location. Press kit

main, will be the heart of the event. This iconic address becomes the stage for a full immersion into the brand's Scandinavian design universe—where contemporary design meets Nordic inspiration. At Paris Design Week, BOLIA will also highlight the recent opening of a new store on Rue Tronchet,

The recently renovated BOLIA Saint-Germain store, located at the iconic 90 Boulevard Saint-Ger-

BOLIA's 14th location in France. Nestled between the Opéra, Place Vendôme, and the Champs-Élysées, this new 290 m² space spread over two levels embodies accessible, bright, and timeless design—true to BOLIA's DNA. The Grand Opening celebratory event will take place on September 3rd 2025.





#### sentation of its brand-new AW25 collection.

The New Collection

BOLIA has several surprises in store for visi-

tors of Paris Design Week, including the pre-

The result of meticulous collaboration between international designers and European artisans, this new collection embraces a soft

aesthetic, with a palette of deep hues, luxurious rugs, and an all-new range of soothing wall paint, created in partnership with the brand DETALE CPH.

#### The Mielo dining chair, designed by Charlotte Høncke, catches the eye with its sculptural lines and organic shape. Both open, inviting, and ergonomic, it adds a graphic touch to any dining space.

functionality.

mix of noble materials—marble, travertine, and wood—that give it strength and character. The Cosima Curved sofa and Cosima bed, two new creations from the studio kaschkasch,

enrich the iconic Cosima line. The first charms with its rounded, generous silhouette made for the

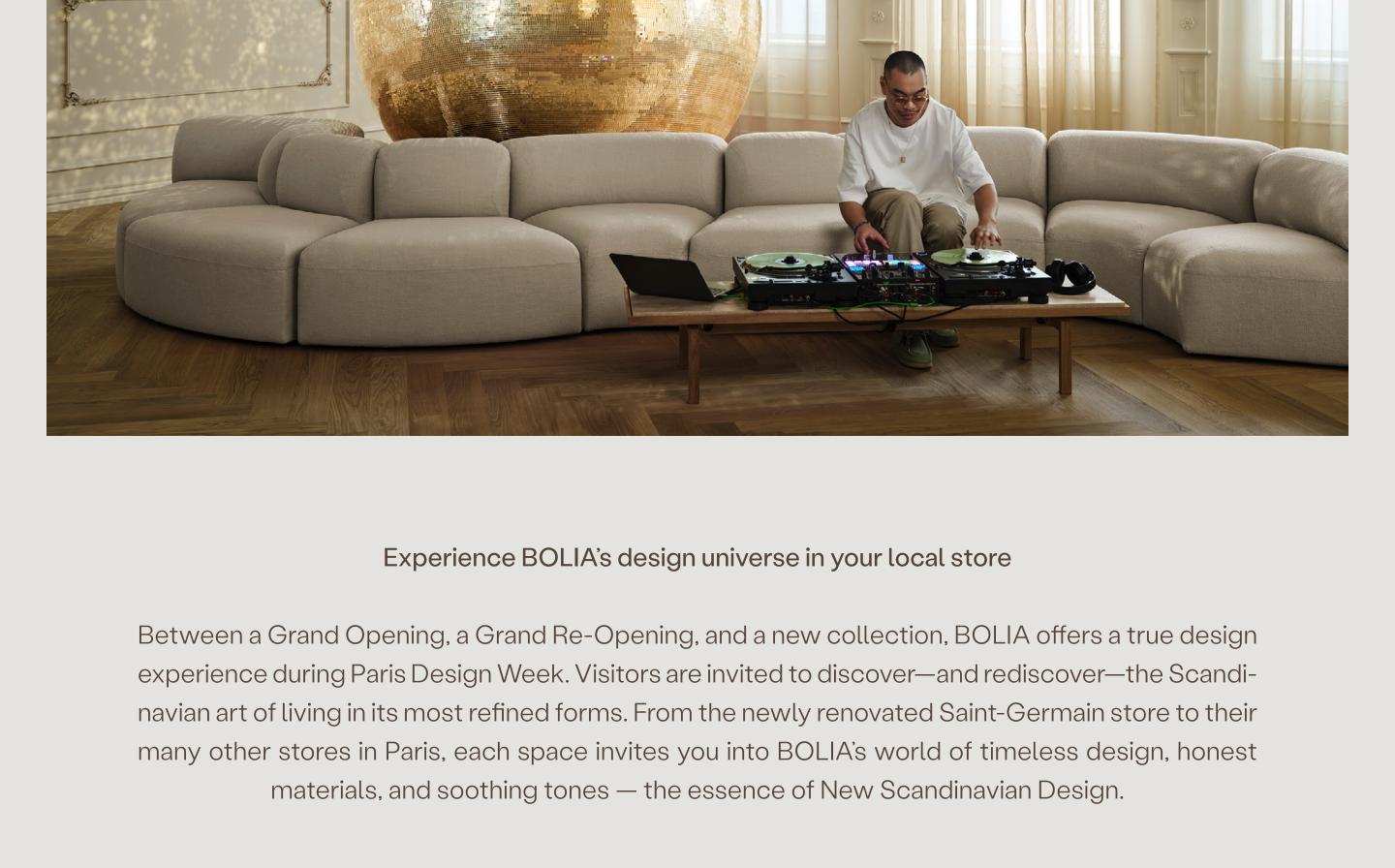
here and now; the latter embraces both body and mind in a promise of ease.

The Éter chair, designed by Ramón Esteve, embodies Scandinavian design in its purest form.

The Piro coffee table, by Michael H. Nielsen, celebrates moments of togetherness through a

craftsmanship.

Conceived as a tribute to timeless design, it combines comfort, minimalism, and exquisite



## Discover the new AW25 collection during

Paris Design Week: From September 4th to 13th, 2025 **BOLIA Saint Germain** 90 boulevard Saint Germain 75005 Paris

Join the BOLIA team to celebrate the

**Grand Opening of Tronchet:** 

Wednesday, September 3rd 2025

From 17:00 to 20:00

**BOLIA Tronchet** 

20 rue Tronchet 75008 Paris

# **BOLIA**

BOLIA is a Danish design company with 98 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 wholesale partners, BOLIA brings its

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

Scandinavian design universe to customers worldwide.

E-tail Awards, and World Retail Awards.

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