

BOLIA



BOLIA loves Paris

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

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



The New Collection

BOLIA has several surprises in store for visitors of Paris Design Week, including the presentation of its brand-new AW25 collection.

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.

Some of the collection's design icons include:

- **The Avelou sofa**, by Ferriani Sbolgi, which combines modularity, comfort, and grace. Its flowing design can be enhanced with an integrated tray—stone or wood—for an added touch of refined functionality.
- **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.
- **The Piro coffee table**, by Michael H. Nielsen, celebrates moments of togetherness through a 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. Conceived as a tribute to timeless design, it combines comfort, minimalism, and exquisite craftsmanship.



Experience BOLIA's design universe in your local store

Between a Grand Opening, a Grand Re-Opening, and a new collection, BOLIA offers a true design experience during Paris Design Week. Visitors are invited to discover—and rediscover—the Scandinavian art of living in its most refined forms. From the newly renovated Saint-Germain store to their many other stores in Paris, each space invites you into BOLIA's world of timeless design, honest materials, and soothing tones — the essence of New Scandinavian Design.



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



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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 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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