

# BOLIA



## Luxurious rugs, crafted to perfection

*News from BOLIA*

Woven by hand, handcrafted with care, and made to last. BOLIA's rugs transform any interior into a true sanctuary, and each one tells a story of beautiful craftsmanship, fine natural, or recycled materials.

[Explore BOLIA's rug collection](#)

### Handmade to perfection

Home to one of the world's most exquisite traditional rug crafts, BOLIA's partners in India preserve ancestral techniques that demand patience, precision, and unwavering attention to detail. Each rug takes at least six weeks to complete – a mindful approach rooted in tradition and upholding extraordinary quality.



### Beautiful craftsmanship and natural materials

Using only the best materials like 100% pure New Zealand wool, jute, and recycled PET— luxury is woven into every thread. The OEKO-TEX® STANDARD\* certification tests textiles from harmful substances, while the Care & Fair label supports ethical working conditions for weavers and their families. Beyond this, BOLIA is a proud member of the amfori BSCI initiative, promoting a socially responsible supply chain.



### Completing any space

More than a statement of style, every BOLIA rug is envisioned for real life: bare feet, laughter with friends and family, and peaceful mornings. Each rug softens and warms a space, completes an area and adds intimacy and softness – turning a house into a home.



### REPETE

Designed by the BOLIA Design Team and handwoven with soft wool-felt loops in varying sizes, this rhythmic, repeated motif creates a subtly hypnotic texture—perfect for cultivating a serene ambience.



### CINTI

CINTI enchants with its incomparable plushness. Woven as a bouclé from the softest wool, it is fully reversible for extended life and finished with a discreet border. Cinti brings comfort to everyday living.



### HELEA

HELEA explores texture with a modern sensibility. Composed of wool bobbles in differing sizes, it plays with volume and contrast. A narrow border frames the expressive design, underscoring its contemporary character with effortless finesse.



[\\*Read more a Bolia.com](#)

# 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 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.

### Press kit

[Download text and images](#)

### Contact

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