

BOLIA



Bolia unveils new store in Wiesbaden, Germany

Wiesbaden, Germany - March 14th, 2024: Bolia, a renowned destination for New Scandinavian Design, proudly announces the grand opening of its newest store in Wiesbaden, the capital of Hesse, known for its rich history and rejuvenating thermal springs.

"Germany holds a special place in our hearts, as it is our most important market. Wiesbaden's dedication to well-being aligns perfectly with our design philosophy inspired by the serenity of Scandinavian nature. We look forward to meeting the people of Wiesbaden and sharing our passion for design with them", says Thomas Bendiks Lauridsen, International Retail Director.



Thomas Bendiks Lauridsen, International Retail Director, expressed Bolia's excitement for the expansion into Wiesbaden, highlighting Germany's significance as a pivotal market for the brand. He remarked, *"Germany holds a special place in our hearts, and Wiesbaden's commitment to well-being perfectly aligns with our design ethos, rooted in the tranquility of Scandinavian landscapes. We eagerly anticipate connecting with the people of Wiesbaden and sharing our passion for design."*



A vibrant location

Wiesbaden, the capital and second-largest city of Hesse, stands as a testament to history and natural beauty, boasting an impressive array of 26 hot springs. Beyond its thermal wonders, the city flourishes as a cultural hub, hosting events such as the esteemed Wilhelmstraßenfest, Germany's largest street festival, alongside a vibrant tapestry of theater, literature, and music.

"The allure of Wiesbaden's natural surroundings resonates deeply with our Scandinavian-inspired aesthetic," Lauridsen continued. *"We are thrilled to have selected this enchanting city as the backdrop for our design journey."*



German designers in Bolia's design collective

Upon the store's opening, visitors will have the opportunity to explore Bolia's new Spring Collection, including designs by esteemed German designers.

Balloon Pendant
Designed by Meike Harde



Cosima Sofa Series
Designed by kaschkasch



Lenya Yoga Series
Designed by Meike Harde



Caisa Sofa Series
Designed by Böttcher & Kayser



BOLIA

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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