

BOLIA

BOLIA opens two new design stores in Paris



On March 20, BOLIA will inaugurate a brand-new store on Paris's popular Rue de Courcelles. A week later on March 27, the brand will continue its expansion in France with another new store in Boulogne-Billancourt, just outside the capital.

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These openings mark a new stage in the radiance of Danish design in France. Building on its growing success, BOLIA is expanding its Parisian presence with a fourth and fifth store dedicated to its New Scandinavian Design universe.

Situated between the 8^e and 17^e arrondissements, rue de Courcelles seduces with its Haussmannian elegance, wide tree-lined sidewalks and prestigious addresses. Lined with refined boutiques, art galleries and renowned restaurants, it is an ideal setting for this new location.

Boulogne-Billancourt's downtown area combines urban vitality with quality of life. A variety of shops, lively restaurants and local markets give it a dynamic, friendly atmosphere. Its architecture, a blend of Haussmannian heritage and modernity, perfectly reflects the spirit of the brand. Line 9 of the metro offers quick access from Paris, while preserving a more peaceful atmosphere.



In these two new stores, BOLIA invites both new and longtime customers to explore a world of calm, curated colours, masterful craftsmanship, and refined Scandinavian design—where timeless silhouettes, natural materials, and soothing shades come together, offering endless inspiration.

And as BOLIA continues to grow across France, this expansion follows the recent opening of a brand-new store in Strasbourg — bringing New Scandinavian Design to yet another vibrant and design-conscious destination.



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BOLIA is a Danish design company with 93 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 retailers, 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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PR@bolia.com