

BOLIA

BOLIA MAKES ITS DEBUT AT LONDON DESIGN FESTIVAL WITH A BRAND-NEW DESIGN UNIVERSE

The Danish design company celebrates the opening of its first UK stores with the unveiling of its AW26 Collection, a new global store experience, brand universe and immersive creative atelier.



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Danish design company BOLIA will make its first-ever appearance at London Design Festival, taking place from 12–20 September 2026, marking a defining milestone in the company’s international journey. The participation follows the opening of BOLIA’s first two UK concept stores on 9 and 10 September, introducing the brand to one of the world’s most influential design capitals through a completely renewed design universe developed in collaboration with internationally renowned brand expert Martin Lindstrøm.

Visitors will be among the first to experience the new global brand concept, discover the Autumn-Winter 2026 Collection, explore two inspiring London flagships and participate in a creative atelier celebrating craftsmanship, creativity and Scandinavian living.

A new chapter begins in London

For BOLIA, London represents far more than another international destination. It is a city where architecture, creativity, craftsmanship and culture converge – making it the ideal setting for the next chapter of the Danish design company's continued expansion.

The opening of the two new concept stores at **1 Portman Square, Marylebone** and **95 Tottenham Court Road, Fitzrovia** establishes BOLIA's first physical presence in the United Kingdom, bringing its distinctive interpretation of New Scandinavian Design to an audience renowned for its appreciation of contemporary interiors and thoughtful craftsmanship.

The launch introduces a completely new brand experience, developed over the past year together with Martin Lindstrøm. Rooted in customer insights, emotional storytelling and meaningful human connections, the renewed universe reflects BOLIA's belief that great design is about more than aesthetics – it is about the moments, relationships and experiences that shape everyday life. At its heart lies a simple yet powerful promise: **Tailoring Your Dreams** – creating spaces where personalities are reflected, meaningful moments are shared and **Stories of Love** unfold.

Rather than creating homes that follow trends, BOLIA encourages people to create spaces that reflect their own personalities, routines and aspirations. Through customisable designs, expert guidance and carefully curated experiences, every home becomes a personal expression of the people who live in it.

Discover the new Autumn-Winter 2026 Collection

Presented throughout both London stores during London Design Festival, BOLIA's new Autumn-Winter 2026 Collection brings this renewed philosophy to life through timeless craftsmanship, tactile materials and designs created to evolve beautifully over time. Inspired by the meaningful moments and everyday rituals that shape life at home, the collection celebrates the emotional connections between people and the spaces they share.

Celebrating longevity, personalisation and exceptional craftsmanship, the collection brings together customisable designs, architectural details, elegant lighting and carefully crafted home accessories in an atmosphere defined by warmth, texture and quiet sophistication. New design icons including Cosima Nest Sofa, Núvol Curved Sofa, Noora Sofa Bed, Archer Armchair, Kaio Coffee Table, Podi Coffee Table and Eida Dining Table demonstrate the brand's continued exploration of organic forms, premium materials and flexible living.

Created to adapt to changing lifestyles through changeable covers, carefully selected materials and made-to-order production, each design becomes increasingly personal over time. Backed by BOLIA's 12-year warranty*, the collection reflects a commitment to designs made to be lived in, loved and passed on for generations.

A creative atelier celebrating customisation and everyday rituals

To mark its London Design Festival debut, BOLIA will host an interactive creative atelier inside its Portman Square flagship on 12 September, from 11:00 to 18:00 and on 13 September, from 13.00 to 17.00.

Inspired by the Scandinavian appreciation for slowing down and enjoying life's simple pleasures, visitors are invited to settle into BOLIA's welcoming surroundings with a freshly brewed cup of bespoke BOLIA x La Cabra coffee before creating their own personalised Mei Mug.

Using specially prepared ceramic markers, guests can illustrate and decorate their mug, transforming a beautifully crafted everyday object into a unique personal keepsake. The experience celebrates the values that define BOLIA's universe: creativity, craftsmanship and individuality – encouraging guests to reconnect with their creativity and leave with both a personalised design object and a memorable moment shared within BOLIA's new Scandinavian universe.

Visit BOLIA during London Design Festival

London Design Festival
12–20 September 2026

BOLIA Marylebone
1 Portman Square
London W1H 6DG

BOLIA Fitzrovia
95 Tottenham Court Road
London W1T 4TW

Creative Atelier

12 September 2026
11:00–18:00

13 September 2026
13:00–17:00

Location: BOLIA Marylebone, 1 Portman Square

Personalise a Mei Mug, enjoy bespoke BOLIA x La Cabra coffee and experience the new store universe where craftsmanship, creativity and Stories of Love come to life.

BOLIA is a renowned Danish design company inspired by the belief that beautiful spaces can transform the way people live. With a deep passion for craftsmanship, creativity and longevity, BOLIA collaborates with talented designers from around the world to create tactile, lasting designs made to be lived with, loved and passed on for generations. The collection is rooted in New Scandinavian Design and tailored around the dreams and stories of the people who live with them.

Through its stores, digital universe and creative collaborations, BOLIA invites people into a world where home becomes the setting for life's most meaningful moments and where Stories of Love unfold. Today, BOLIA operates more than 100 stores across Europe, Australia and Singapore, alongside online shops in 30 countries and a global network of partners.