

BOLON FLOORING FEATURED IN MISSONI HOME TOKYO POP-UP STORE

Missoni, who has been collaborating with Bolon since 2012, has chosen to use Bolon By Missoni flooring in the current Missoni Home Pop-Up Store at Isetan in Tokyo. From 20th September to 3rd October, shoppers will be treated to an exciting, unexpected interior design experience with Bolon products playing their part in creating this.

The Missoni Home Pop-Up Store can be found on the 5th floor of the Isetan Department Store in the heart of Tokyo's trendy Shinjuku district. Isetan is a Tokyo icon, as important to the city's retail landscape as Harrods is to London or Barneys to New York City.

The Pop-Up Store itself features iconic, fringed columns and panels. Soft furnishings include Missoni Home poufs and other pieces upholstered with limited edition Missoni Home fabrics especially for Isetan. To set a visually captivating backdrop for this, Missoni chose to use 60m² of Flame Stone flooring from our Bolon By Missoni collection – a choice that harmonises beautifully with the other design elements in the store.

Bolon and Missoni have a long history of collaboration. We are two design houses at opposite ends of Europe but very much on the same page in terms of passion and creativity. First launched in 2012, The Bolon by Missoni collection was an expression of Missoni's expertise with intricate patterns fused with Bolon's ability to work with fine threads. Taking design cues from Missoni's classic patterns – including the signature Zigzag – and highlighting warm, passionate colours, the collection exudes joy and confidence. The depth of character this creates makes it ideal for interior projects with ambitions to stand out from the crowd – like the Tokyo Pop-Up Store, for example.

BOLON AND MISSONI – FAST FACTS

- In 2012, at the Salone del Mobile the two companies first collaborated, co-hosting the global presentation of their joint collection Bolon by Missoni with a forest inspired installation called 'Bois de Bolon'.
- In 2013, the second Bolon by Missoni collection were launched – now with the iconic Missoni Zig Zag pattern included.
- The collection consists of 13 designs; Optical, Flame, Flame Patch and Zig Zag in a selection of colours.
- The Bolon by Missoni range can be viewed at several hotels, offices, shops and fairs around the world and in the last few years it has also been used as a creative element in installations at the iconic Hotel Il Pellicano and London's Fashion and Textile Museum to name two examples.
- Until October 1st Bolon by Missoni Zig Zag Sand is installed at an exhibition curated by Luca Missoni at Noto in Sicily. The exhibition explores the dialogue between two artists, Marc Chagall and Ottavio Missoni.

BOLON

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**ABOUT BOLON**

Bolon is a Swedish design company that makes innovative flooring solutions for public spaces, and run by Annica and Marie Eklund, the third generation to own the family business. Under their leadership, Bolon has transformed from a traditional weaving mill into an international design brand with a list of clientèle that includes Armani, Google, Volvo Cars, Adidas, Skype, Missoni and Rezidor Hotel Group. With a strong commitment to sustainability, we design and manufacture all our products at our facility in Ulricehamn, Sweden. Today, Bolon is recognised worldwide for our award winning flooring and our collaborations with some of the world's most acclaimed innovators and creatives. Turnover 2016: 298 million SEK. Number of employees: 120. bolon.com

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