Beat: Lifestyle

BOCONCEPT OFFERS PREMIUM DESIGN SOLUTIONS TO PERSONALIZE YOUR HOME

EVERY PERSON IS UNIQUE

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USPA NEWS - Every person is unique, with their traits, quirks and tastes. And now more than ever, the home has become the best place to express that individuality. World-famous furniture brand, BoConcept helps its clients do just that through inspiration, Danish design and personalized services. And this year, the brand adds the status of Luxury Lifestyle Awards winner in the category of The Best Furniture and Homeware in Philippines to its list of accolades.

A premium retail lifestyle brand, BoConcept was founded in 1952 in Denmark by two young cabinetmakers Jens Ã†rthøj and Tage Mølholm. A small factory had the ambition to introduce Danish furniture to a broader audience. Its original principles of craftsmanship, simplicity, functionality, elegance, and quality materials, which the company follows to this day, have made it the world´s most global furniture retailer. The brand has a retail chain comprising more than 300 stores in 65 countries across six continents.

Today, BoConcept designs, produces, and sells contemporary multifunctional furniture, accessories, and lighting for the bedroom, living room, dining room, home-office, and outdoor spaces. The company also provides Interior Design service helping the clients create a personal home. Visitors of the brand´s furniture stores can consult its highly skilled Interior Designers, who offer flexible solutions, from simple color advice to a comprehensive home redesign, turning an ordinary space into the home of the client´s dreams.

“We work tirelessly to bring the luxurious feeling of “˜extraordinary´ to our clients around the world; enhancing their homes and lives through our exceptional products and service. Winning the Luxury Lifestyle Award is testament to that work and one we accept with great pride,“ said Paula Mc Guinness, Chief Marketing Officer, BoConcept.

The company´s products are characterized by their timeless Danish design aesthetic and impeccable quality. Nearly every BoConcept design can be customized to produce a world of possibilities. Colors, materials, sizes,configurations, and more can be personalized to match the client´s unique style and create an “˜extraordinary´ home.

If you need more:

Luxury Lifestyle Awards
https://luxurylifestyleawards.com/

BoConcept
https://www.boconcept.com/en-ph/

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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