

VISUAL DRAMA, CREATED IN HOLLYWOOD SWEDISH DRAMA, HOLLYWOOD STYLE

Daniel Wellington is a leading accessory brand, globally recognised for the sophisticated and minimalist design of its products. Since its inception, the company has sold over 6 million watches and established itself as one of the fastest growing and most beloved brands in the watch industry. At the same time, the brand's social media community has quickly evolved into a global movement with 3,2 million followers on Instagram helping to grow, define and develop the company's profile every day.

Bolon and Daniel Wellington have already established a relationship, with our Create collection being installed in retail outlets across Europe and Asia. So when it was announced that the company's latest store would be located in Hollywood, we were more than pleased to contribute to this exciting new project.

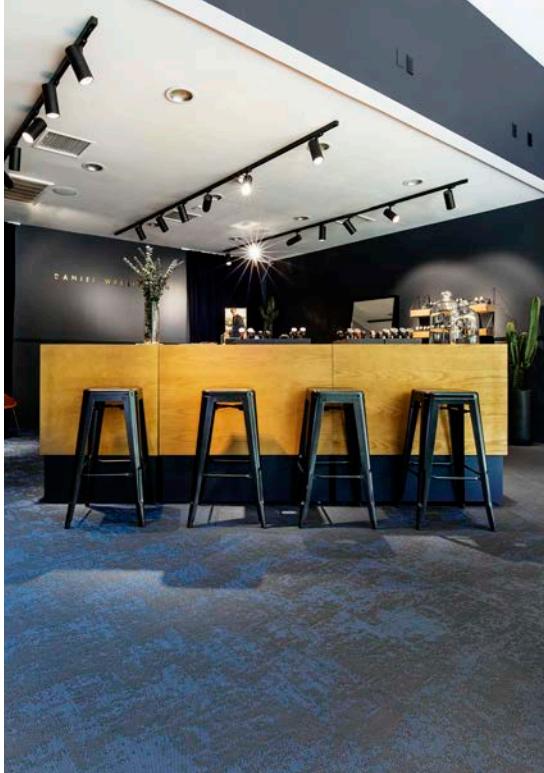
"The flooring's interaction with the interior's dramatic lighting offers a visual treat wherever you find yourself in the store."

Daniel Wellington's retail presence aims to add value to the brand by inviting customers and fans around the world to touch, feel and engage with their products and latest designs in an inspiring environment. At the new Hollywood store, our Create Fabrico flooring contributes to creating this dynamic, adding colour, warmth and vibrancy to the customer's retail experience. Carefully chosen to harmonise with the store's other colours and materials, the flooring's interaction with the interior's dramatic lighting offers a visual treat wherever you find yourself in the store. Why not drop by and see for yourself?

The Daniel Wellington store is located at Hollywood & Highland by Hollywood Boulevard – for more details visit www.danielwellington.com

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 clientele 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: 105. bolon.com

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