

HEJ!

# Ekstraordinær Professionals

**BoConcept**

L I V E E K S T R A O R D I N Æ R

Since 1952, BoConcept has been shaping contemporary living by translating Danish design heritage into a global design language. Today, with more than 300 mono-brand stores across over 60 countries, the brand offers a curated collection of furniture, lighting and accessories designed to be personal, flexible and timeless.

As a trusted partner to the A&D community, BoConcept delivers thoughtful, solutions-led interiors for Residential, Hospitality and workplace projects, balancing aesthetics, functionality and lifestyle.

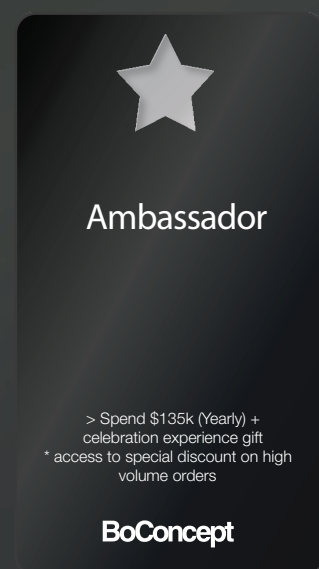
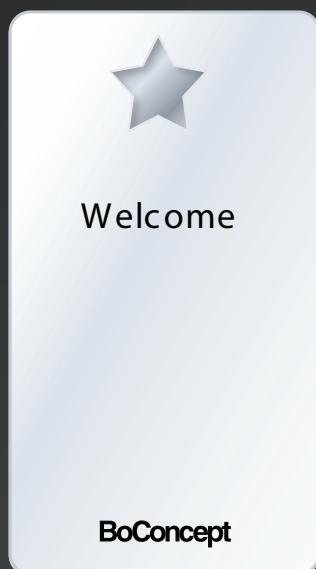
With this commitment in mind, BoConcept developed the Trade Program to support design professionals with expert guidance, specification tools and sustainable solutions, establishing a reliable partnership from concept to completion.

LET'S LIVE STYLE. LIVE EKSTRAORDINÆR

## Trade Program Tier's Structure

As a member of our Trade Program, you gain access to a considered set of privileges designed to support the professional design process. From priority access to new collections and tailored commercial advantages, to the guidance of our dedicated design specialists, every detail is shaped to simplify specification and support creative decision-making.

Working as an extension of your team, we provide knowledgeable insight, technical support and a collaborative approach that helps translate ideas into well-resolved interiors — ensuring each project progresses with confidence, clarity and consistency.



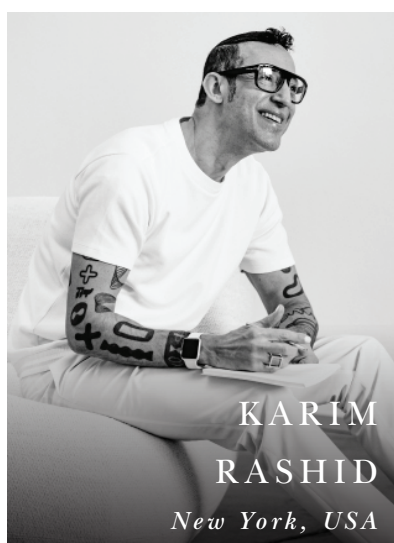
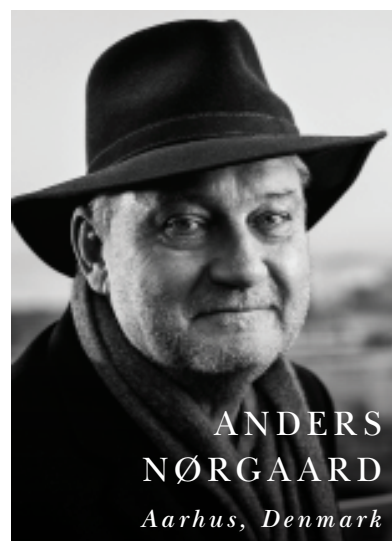
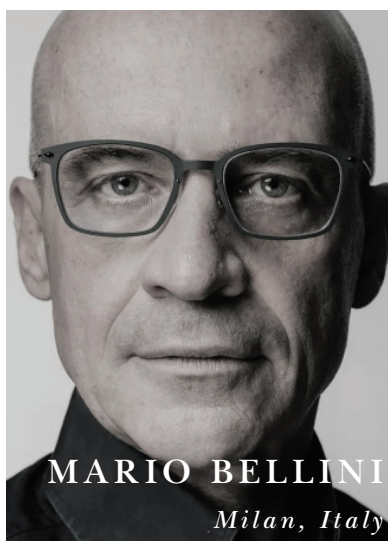
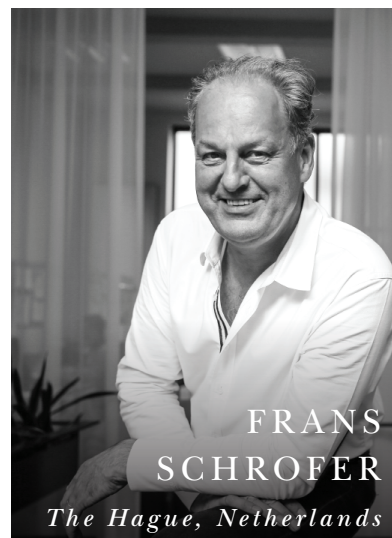
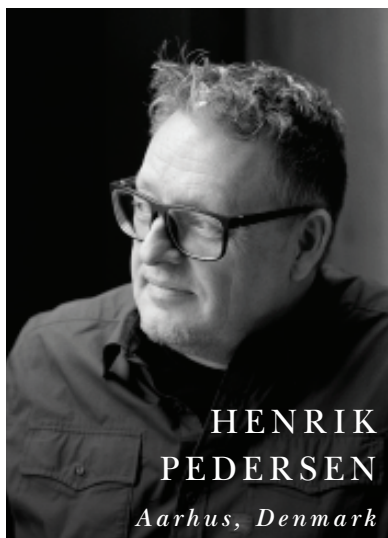
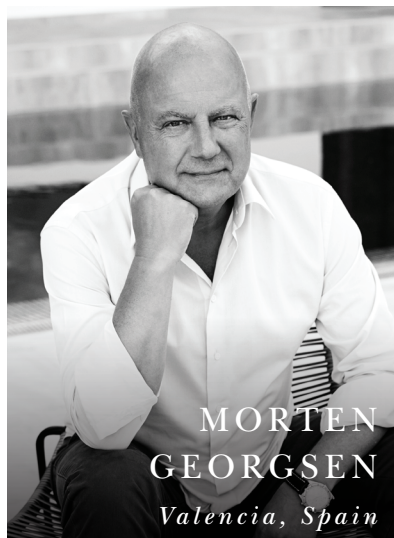
# Trade Program

## Clients Benefits

	Welcome	Influencer	Ambassador
		> *Spend €35k EUR (Yearly) + branded celebration gift	> *Spend €75k EUR (Yearly) + celebration experience gift
• Exclusive Trade discounts	✓	✓	✓
• Dedicated support with Account manager	✓	✓	✓
• Members-only newsletter	✓	✓	✓
• 2D/3D files Library	✓	✓	✓
• Free single samples ordering	✓	✓	✓
• In-House white gloves Delivery & Installation	✓	✓	✓
• Invite-only VIP events	✓	✓	✓
• In House Spatial planner Design Service	✓	✓	✓
• Early access to Kollektion NEWS		✓	✓
• Extended range collection			✓
• Contract fabrics selection			✓



# Our Designers



# Our New Products

Latest designs – crafted for modern living,

**[Explore our new Contract Product overview](#)**



## The Ø lounge chair by Helena Christensen

With an oversized silhouette that blends sculptural minimalism with soft sophistication, the Ø lounge chair challenges conventional forms to create something truly unique. Inspired by the serene beauty of Denmark's small islands, it's a restorative sanctuary within your home.



# AIRE

## By Claudio Bellini

Our first collaboration with Claudio Bellini: the AIRE collection, blending Italian refinement with Danish heritage to deliver exceptional sink-in comfort and elegant marble accents.





# ELEMENT

## By Morten Georgsen

Element by Morten Georgsen—a modular bedroom concept offering flexibility, personalisation, and smart storage. Its timeless design adapts to any style or budget, creating a functional, tailored space that fits seamlessly into modern living.





**BoConcept**

