

# BoConcept

LIVE EKSTRAORDINÆR



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# The rise of the bedroom suite

## The art of bedroom design, Danish style

### **BoConcept announces two new bedroom concepts that redefine bedroom living**

As home remains the epicentre of wellness and personal expression, bedroom design is experiencing a surge in consumer investment. According to industry analysts, bedroom furniture is now rivalling the kitchen and lounge in spending priority, as consumers seek to transform their bedrooms into spaces of style, comfort, and multifunctional purpose.

No longer just a place to rest, the bedroom has evolved into a sanctuary - one that reflects both lifestyle and emotional needs. With the increasing trend towards 'bedroom suites', design-savvy consumers are curating holistic design schemes, echoing the same cohesion once reserved for living spaces. These suites incorporate coordinated furniture, layered lighting, versatile layouts and intentional style choices that create a sense of harmony and wellbeing.

"America is leading this trend," says BoConcept's long-standing furniture designer Morten Georgsen, who designed the brand's latest bedroom collections. "There's a strong tradition in the U.S. for designing 'master bedrooms' as complete environments - not just places to sleep but to live, relax, and recharge."

This suite-centric vision is what inspired BoConcept's two new bedroom launches - Element and Bolzano - each addressing the evolving demands of modern life infused with signature Danish simplicity and elegance. Creating an uncluttered, calming space provides the foundation for good sleep and reflects the tenets of Danish living.

#### **Introducing Element: Modular, customisable and personal**

The Element collection is the answer to today's need for smart, stylish solutions that fit seamlessly into flexible living environments. As multigenerational households rise and bedrooms take on a 'micro-apartment' role, BoConcept brings forward a fully modular, customisable collection that prioritises both functionality and aesthetics. Because each element of the bed and other pieces of furniture can be adapted (in hundreds of ways) according to personal taste and specifications, there is the chance to create a truly personal space.

Element offers mix-and-match configurations and a variety of finishes, including wood and upholstered headboards. "Consumers want the freedom to personalise without compromise," Georgsen notes. "With Element, we give them the power to design a bedroom that reflects their own lifestyle, storage needs and aesthetic preferences."

Morten Georgsen expands the Element bed concept with new nightstands and dressers, offering a refined, minimalist design. The collection features a sleek frame with vertical reeding, push-to-open drawers for a handle-free look, and sturdy metal legs that elevate the overall aesthetic. Element brings sophisticated storage solutions with a timeless, elegant style.

#### **Bolzano: Where curves, comfort and calm meet**

Where Element is about adaptability, Bolzano is about sensorial serenity. Plush, curved, and utterly inviting, the Bolzano collection embodies the 'Cosy Cocoon' trend dominating interiors. With its 360-degree appeal, soft upholstery, and calming, sculptural shapes, Bolzano transforms any bedroom into a nurturing nest.

“In a time of digital overload, bedroom design needs to shift us from high-tech to high-touch,” Georgsen explains. “Curves introduce a sense of calm, and organic shapes are essential to making furniture feel alive and sensorially soothing.”

Crafted with meticulous attention to proportion and comfort, Bolzano is more than furniture - it's an experience. It's the statement piece for those who crave elegance and softness in equal measure. From the rounded headboards to the smooth matte finishes and fabric-wrapped bases, every detail contributes to a sense of safety and sensuality.

This approach resonates deeply with WGSN's focus on wellbeing. In its 2025 forecast, analysts emphasise colour-drenching, textured materials, and immersive lighting as crucial to creating bedrooms that feel cocoon-like and emotionally restorative.

### **A new chapter in bedroom living**

Across both collections, BoConcept has embraced the shifting role of the bedroom - where the boundaries between sleep, work and retreat blur. Defined layouts help carve out distinct zones, while multifunctional furniture supports day-to-night transitions. Smart freestanding storage and ambient lighting enable every square metre to work harder, especially in homes where bedrooms may also serve as studies, meditation areas or even nurseries.

“Bedrooms are no longer just about sleep,” says Georgsen. “They need to work harder, feel better, and still look beautiful. That’s where we’re seeing the biggest growth - not just in sales, but in creativity.”

Consumers, too, are becoming more design-literate, seeking out versatile, customisable pieces that speak to their individuality. As Georgsen puts it, “The days of cookie-cutter furniture are over. People want spaces with soul - and that starts with design that’s personal, purposeful, and beautiful.”

### **Images are available for download on the BoConcept Content hub:**

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### **About BoConcept**

BoConcept was founded in 1952 in Denmark and is today the world’s most global furniture retailer, with over 300 stores spanning 65 countries. The brand works with award-winning designers to create collections of furniture, accessories, and lighting for private homes and business spaces. Under the heading ‘Live Ekstraordinær’, BoConcept is committed to bringing its flexible Interior Design Service and industry-leading customisation to spaces both private and public – without compromising on design vision or aesthetics.

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*Element natural oak veneer*





*Element dark oak veneer*



*Element upholstered*





*Element upholstered*











*Bolzano*

