

BoConcept® Princeton celebrates its first anniversary at MarketFair

Princeton – March 30th, 2017 | 5-9pm - BoConcept®, the contemporary global Danish home furnishing store, proudly celebrates its first anniversary at its new location in MarketFair.

Manager Marianne Brooks and designers Laura Begley and Mea Manalo are thrilled to celebrate this first anniversary. "We decided to bring BoConcept Princeton to MarketFair because we wanted to be closer to the center of Princeton and offer easy access to high quality Modern Design. This is the ideal environment for customers to be inspired, and to create the home of their dreams.

For this important day, and because there is a desire to develop strong relationships within the Princeton community, BoConcept wishes to present its local artistic partner Carole Jury. She is a French painter who customizes contemporary art exclusively for the customers of BoConcept Princeton. "It's a real chance and pleasure to work with the designers and clients of BoConcept Princeton on custom paintings where fine art meets luxurious furniture. It's very well received from customers who have the opportunity to integrate unique pieces in their interior design." For this special occasion, guests and customers will have a chance to see Carole Jury paint live !

As a token of its appreciation for the many successful Interior Design projects realized and the many more to come, BoConcept is offering 20% in savings for any piece of furniture, complete design or accessory purchased during the event. And everyone will also have the opportunity to enter a raffle and win a surprise as well as enjoy some refreshments.

Denmark-based, BoConcept is a known success around the globe, with more than 260 franchise-driven Brand Stores and 90 Studios in more than 60 countries. BoConcept Princeton store is one of the twenty in North America. To this day, BoConcept continues to produce furniture in Denmark, as well as in other parts of the world. The basic Hygge or « need to feel at home » atmosphere is just as important in Shanghai or Berlin as in NYC or Copenhagen. BoConcept offers customized design so its products can be adapted to any home. All stores are staffed with trained interior designers who offer in-store or in-home design consultations and advice.

BoConcept® Princeton is open daily | From Monday to Saturday, 10am-9pm ; Sunday, 11am-5pm. The store is located in Marketfair, at 3535 US1 South, Princeton, NJ 08540.

For additional information about this event, please contact Marianne Brooks at marianne@boconceptnj.com.
For more information about Carole Jury, visit www.carolejury.com