



JENNAIR EMBARKS ON REBELLIOUS BRAND REVIVAL TO REINVIGORATE THE LUXURY APPLIANCE INDUSTRY

*Inspired by Founder's Progressive Spirit, Bound By Nothing™ Brand Campaign Underscores Moxie of
New Identity, Elevated Product Offerings and Revived Approach to Luxury*

BENTON HARBOR, Mich. (Mar. 21, 2018) – [JennAir](#) today revealed its new brand campaign, *Bound By Nothing*, a creative mission to reinvigorate luxury audiences. The rebellious campaign signals the brand's intent to tear down stale conventions, slashing through conformity to usher in a new era of luxury standards. With new product lines and an overhauled brand identity rooted in the progressive spirit of founder Lou Jenn and today's tastemaker lifestyle, JennAir is breathing new life into the very meaning of luxury.

Unearthed at the 2018 [Architectural Digest Design Show](#) in New York City, Mar. 22-25, the brand transformation beckons those who share in the unshackled spirit of the *Bound By Nothing* campaign — artists, innovators, urban sophisticates — to experience the freedom that comes when old expectations of luxury are burned to the ground and new luxury emerges from the ashes, reborn and unrestricted.

“For too long, luxury kitchens have been designed with a compliant mindset that conforms to a one-size-fits-all notion of luxury,” said Joe Liotine, president, Whirlpool Corporation. “This uniform interpretation of modern luxury lacks inspiration and inhibits personal expression. JennAir exists, more than ever before, to empower designers and tastemakers to bury these blind conventions and give new life to luxury rooted in confident, bespoke, earned and exclusive tenets.”

The modern, luxury consumer prioritizes discovery and expression of self; JennAir will equip them with the tools to forge a new path forward in the kitchen. As a brand born to lead and never follow, JennAir, through *Bound By Nothing*, defies conventions to fuel progress. Founder Lou Jenn's legacy ushered the luxury appliance industry ahead when he defied physics with the invention of downdraft ventilation. This groundbreaking innovation triggered a kitchen rebellion, exposing sight lines and spurring what we now know as the open floor plan. With walls torn down, consumers and designers alike were granted a blank canvas for creativity. Lou Jenn's rebellious spirit shaped the original JennAir brand and is woven into every tenet of the brand's revival today.

“JennAir is driving the luxury appliance category and the Whirlpool Corporation forward with provocative design, masterful execution and exceptional performance that unapologetically challenges convention,” said Liotine. “This is evident in the unmistakable edge found in every detail of its disruptive design, unparalleled quality, impeccable performance, and frictionless connectivity.”

As the *Bound By Nothing* revolution takes its place in kitchens in late 2018, JennAir will give designers and urban tastemakers the power to transform kitchen design, encouraging them to break from common experiences and parity in such an important space. Across two new design expressions, *RISE*™ and *NOIR*™, consumers and designers will experience the aesthetic edge they prefer as it relates to their appliances. The two distinct design expressions are made to meet the modern luxury consumers' desires and work to deliver professional-style appliances for the home or an alternate option for those allured by minimalism and poise. Born of the same spirit to rebel against tradition, *RISE* elevates the current standard of luxury, while *NOIR* completely flips convention on its head, delivering swagger to the category. A digital platform cuts across all products and design expressions to deliver distinctive, uncompromised performance and service.

The *Bound By Nothing* launch represents limitless possibilities as manifested in the offering brought to market as well as the evolved look and feel of the brand itself. Touting a revived spirit that does not forget its past, the new identity boasts a bold, confident “J,” created with two ascendant columns hinting at JennAir’s product silhouettes and signifying defiant innovation that begets progress. Upon closer inspection, the counter form reveals a sculptural curve inspired by the intuitive downdraft design.

The brand’s new wordmark purposefully encapsulates its emboldened spirit, as “Jenn” harkens back to the progressive spirit of Lou Jenn, while “Air” represents the endless possibilities that lie ahead. Together these are the tenets of the brand in its every action – from product performance and design to ownership connectivity and service and each touchpoint in between. Embodying the ethos of the *Bound By Nothing* campaign, the JennAir brand is limitless, paving a path of progress in the luxury category.

At the Architectural Digest Design Show (ADDS), from Mar. 22-25 in New York City, visitors can experience the *Bound By Nothing* campaign. Upon arrival at booth 353, located in the *REFRESH* section of the show, they will encounter never-before-seen appliances and a unmistakable, new brand identity, that teases the 70 new product SKUs available from JennAir in late 2018. As the brand champions a new day, it will boldly issue a siren call to join the luxury appliance revolution.

To learn more, visit JennAir.com, [@JennAir](https://www.instagram.com/JennAir) on Instagram and Twitter, [Facebook.com/JennAir](https://www.facebook.com/JennAir), and [YouTube.com/JennAir](https://www.youtube.com/JennAir).

About JennAir

Defying physics with the invention of downdraft ventilation, Lou Jenn forged the path to an open concept and changed the kitchen forever. Founded in that progress, JennAir fearlessly carries his torch — hell-bent on burning down the tired conventions of luxury. JennAir crafts distinctive luxury kitchen appliances that push form and function to transform spaces. With exceptional performance, masterful execution and provocative design, JennAir offerings are powerful, yet bespoke to individual tastes, shattering norms to deliver the progress that today’s luxury consumer deserves. To speak with a concierge at the JennAir Epicenter or learn more about the new offerings from JennAir, please visit JennAir.com or join us on [instagram.com/JennAir](https://www.instagram.com/JennAir), [facebook.com/JennAir](https://www.facebook.com/JennAir), twitter.com/JennAir and [youtube.com/JennAir](https://www.youtube.com/JennAir).

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