



JENNAIR DELIVERS AESTHETIC EDGE IN COVETED, INDUSTRY EXCLUSIVE KITCHEN OFFERINGS
'Cuts' Leather Columns, 'Smoke and Brass' Ranges, and 'Burlesque' Refrigerators Deliver Exclusive Artistry and Bespoke Luxury in the Kitchen

BENTON HARBOR, Mich. (Mar. 22, 2018) – Rooted in an unwavering commitment to provocative design, masterful execution and exceptional performance, JennAir today revealed three offerings that transform appliances into art. The industry-exclusive *Cuts* leather column refrigerator and freezer panels, the *Smoke and Brass* professional-style range and the *Burlesque* columns boldly showcase creative inspiration and skillful execution for luxury tastemakers seeking a custom aesthetic edge in the home. These offerings embody the brand's *Bound By Nothing*[™] creative campaign, demonstrating how defiance in design begets progress.

"Experience is everything, and that is never truer than in the kitchen," said Dan Clements, global director of JennAir advanced design. "Today's luxury consumer curates art for their home, which drove us to push the limits and ask why that couldn't be true of the kitchen. Our design team is comprised of tastemakers who spend time closely examining key urban and global fashion trends to create a palette of the colors and textures our audience craves. Embracing our ethos, we are pioneering the unexpected — from hues to shapes to textures — and living unrestricted in the kitchen."

An extension of the JennAir brand's new column refrigerators, the *Cuts* leather columns invite consumers and designers to embrace the highest level of sophisticated customization in kitchen design. The distressed steel of the custom *Smoke and Brass* professional-style range fuels unparalleled artistry in the kitchen with its handmade, individualized applications on a powerful appliance. Behind closed doors, the *Burlesque* refrigerator touts a deep burgundy interior to marry classic luxury with modern allure, bringing an unexpected romance for discerning tastes.

***Cuts* Leather Columns**

Each *Cuts* leather column is swathed in seductive leather cuts, carefully sourced from high-end Italian tanneries that work with haute fashion houses, to offer a fashion-forward, beautifully-crafted and unmistakable kitchen refrigerator. Born from a desire to deliver softness and craftsmanship typically reserved for custom furniture, the introduction of the leather columns within the JennAir portfolio signifies a shift from traditional design. Of the 400 sets currently available, consumers can create a custom look, pairing hand-selected refrigerator hardware with columns to meet a range of tastes and styles and deliver a new aesthetic appeal in the kitchen. Furthering the bespoke experience, the columns can be installed with a dual-leather look, offering separate columns for refrigerator and freezers for even greater authentic, trend-forward design.

Reserved for the discerning indulger who seeks envy-inducing luxury products, the leather columns will be available in designs in plush, saturated hues including Croc, Cognac, Carbon, and Caviar.

The new leather columns will be available in late 2018, but designers can reserve one of the 400 sets beginning today at the Architectural Digest Design Show (ADDS) in New York City Mar. 22-25 or via jennair.com/rsvp using code, 'FIRSTCUT.'

***Smoke and Brass* Professional-Style Range**

Showcasing the heart of the brand's rebellious soul, the *Smoke and Brass* 48-inch professional-style range delivers a hand-applied finish of layers that create depth on a traditionally bright, polished

surface. The range strikes an artful balance of light and dark, with two-tone accent colors applied to blasted surfaces complementing the distressed, dark range.

Finished with a machined handle, *Smoke and Brass* demonstrates newfound artistry within an appliance typically bound by tradition. The end product beautifully marries art and craft with high-precision. Inspired by the desire to make a unique, ownable statement in the kitchen, no two *Smoke and Brass* professional-style ranges will be the same, offering luxury tastemakers a kitchen asset to truly call their own.

With only 50 planned for consumer availability, each range will be stamped to signify its hand-crafted origin. Available in late 2018, *Smoke and Brass* can be reserved at UNBOUND, JennAir's exclusive, invite-only after party in New York City or via jennair.com/rsvp using code, 'FIRSTCUT.'

Burlesque Refrigerators

The *Burlesque* refrigerator boasts an interior as provocative as the industry can imagine and only 13 are planned for creation globally, with three already reserved. Moving beyond the current suite of JennAir products, this offering delivers a true luxury experience.

More than meets the eye, *Burlesque* is marked by its rich and sensual burgundy-hued interior inspired by the deep reds often seen in luxury cars and the lush, velvet interior of an antique jewelry box. JennAir delivers modern edge to classic luxury with this option, which can be paired in a number of ways, including with JennAir stainless steel panels or with *Cuts*, to stimulate your senses for a truly individual kitchen design.

During a moment in culture when food is held in incredibly high regard, the *Burlesque* refrigerators intoxicate the senses, giving select tastemakers an opportunity to enhance their kitchen appeal and bring the care they would opt for in storing the finest jewels to their entertaining space. Intentionally unexpected, the warm burgundy hue at first feels alien in contrast to the traditional cold interior. This tension creates a product that is both beautiful and shocking, igniting lust and delight for select owners.

Each of the 13 *Burlesque* pieces, with a Manufacturer's Suggested Retail Price of \$30,000, will be hand-stamped with a unique identifier, an unapologetic expression of the pinnacle of luxury. The refrigerators – a result of a meticulous eye to detail and elevated performance – combine artistry with technology and can be reserved at UNBOUND, JennAir's exclusive, invite only after party in New York City or via jennair.com/rsvp using code 'FIRSTCUT.'

To learn more, visit JennAir.com, @JennAir on Instagram and Twitter, Facebook.com/JennAir, and 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, facebook.com/JennAir, twitter.com/JennAir and youtube.com/JennAir.