



NEWS CONTACT:

Cherry Leaf Communications, Ltd.

Michele Zelman, 718-859-6766, mjzelman@cherryleaf.net

Emily Cappiello, 516-521-5244, ecappiello@cherryleaf.net

FOR IMMEDIATE RELEASE

BIG CHILL BRINGS IN THE BOLD: THE APPLIANCE TRENDSETTER INTRODUCES TURQUOISE, THE NEW RETRO COLOR FOR TODAY'S INTERIORS

BOULDER, CO.— Big Chill, the appliance design innovator best known for its iconic [Retro Fridge](#), is introducing a bold, new color for its popular Retro line: Turquoise, an inspired choice for modern and traditional kitchens and a fresh new option in colored appliances.



Big Chill is recognized as a purveyor of style in the kitchen and a trendsetter in appliance design. President and Founder Orion Creamer casts a designer's eye on a category typically not known for innovative styling to deliver a perfect blend of beautiful silhouettes, handcrafted details and original colors. With a full Retro-styled kitchen suite, including refrigeration, dishwasher, ventilation and [stove](#), consumers can choose to order one or all appliances in the new Turquoise. And while Turquoise is the newest color available, Big Chill's Retro line offers eight other colors – White, Black, Cherry Red, Beach Blue, Orange, Jadite Green, Buttercup Yellow and Pink Lemonade. Customers also can order Big Chill products in more than 200 custom colors.

“Turquoise is a show-stopping color. It has a dual personality – it's elegant and sophisticated, but also whimsical and classic, making it a great addition to our Retro Line,” said Creamer. “Our goal is to create stylish, design-forward kitchen solutions that allow our customers to make a unique statement in the most important room of their homes.”

Turquoise hues tend to surface in boom times—the Jazz age, post WWII, the 1980s. “While it is a great addition to our current mid-century palette, turquoise is very much a color for today. People are feeling more upbeat, more confident so lighter, more optimistic colors are making their way back into home interiors,” said Creamer.

Big Chill's Turquoise is designed to fit beautifully in any kitchen, an especially stunning addition to coastal homes or beach houses and a beautiful focal point to any space. Inspired by the connection between water and sky, the color is a perfect blend between calming blue and invigorating green. Paired with rich woods and burnished bronze, turquoise looks tasteful and classic. For example, a flash of electric blue or an indulgent splash of emerald green can work as stylish accents to a turquoise base palette. Plus, there are stacks of stylish turquoise buys on the market right now, from paints to floor coverings. “It's no neutral,” said Creamer. “It is a color with charisma.”

Additionally, the new color pays tribute to the 1950's, the era of inspiration for the Big Chill Retro collection. Turquoise was used widely in midcentury kitchens and in fashion throughout the decade. Retro inspired design, fun colors with all the benefits of modern appliances. The steel body, chrome trim and unique styling of Big Chill products make them unparalleled in the marketplace.

Big Chill features multiple eras of style for the home kitchen, including Retro-inspired designs, a new industrial chic Classic series as well as contemporary and colorful Pro Series. The allure of Big Chill products is that they are never precise replicas of the past, but incorporate subtle details and updated colors that resonate with today's interior trends. Big Chill products can be purchased online. For more information, visit www.bigchill.com.

-more-

About Big Chill

Big Chill was founded by Orion Creamer and his uncle Thom Vernon in 2001 and made a splash with its brightly colored, retro-styled fridges with modern amenities. Since then the Boulder, Colorado-based company has expanded its product offering to include refrigerators, fridges, dishwashers, microwaves, stoves, hoods and wall ovens, available in more than 200 colors, as well as custom colors. In addition to retro, mid-century-styled appliances, Big Chill also manufactures contemporary-styled Pro appliances that blend modern design, bold colors and serious performance as well as the Classic series, an elegant interpretation of a turn-of-the-century , industrial chic look. Big Chill appliances can be purchased directly online. Visit www.bigchill.com to learn more.