



JENNAIR CONTINUES LUXURY ASCENT WITH PERMANENT IMMERSIVE BRAND EXPERIENCE IN NEW YORK CITY AT ARCHITECTS & DESIGNERS BUILDING

Brand Establishes East Coast Residency with Discovery-Based Space Underpinned by Exceptional Performance, Masterful Execution and Provocative Design of JennAir® Products

BENTON HARBOR, Mich. (March 21, 2019) – JennAir, the luxury kitchen appliance brand hell-bent on driving progress throughout the industry, announced its permanent residency at the [Architects & Designers Building](#) (A&D) in New York City, set to open this spring. Influencers eager to witness the revolutionary approach to design can experience it firsthand at the [Architectural Digest Design Show](#) (ADDS) in New York City, March 21 - 24, ahead of the launch.

On the heels of the showroom transformation at A-1 Appliance in Nashville, Tenn. and the upcoming Snyder Diamond showroom launch in Pasadena, Calif., this discovery-based experience will set its roots at New York's premier design building, expanding the brand's luxury footprint. The arrival of the JennAir Experience, featuring the [RISE™ and NOIR™ design expressions](#), marks the brand's largest, most dynamic immersion experience to date. Further establishing its status as a defiant challenger and blazing a trail of progress nationwide, JennAir is breaking the chains of conformity with a seemingly limitless design experience.

“JennAir is laser-focused on defying the status quo. We steadfastly believe defiance in design begets progress, and we carry this torch through all we do as a brand – from the creation of our new design expressions to our unmistakable experiences. As we spotlight JennAir offerings in utterly unexpected ways, we uphold the promise we made to luxury audiences to deliver the personalization they crave,” said Joe Liotine, president, North America Region, Whirlpool Corporation. “Unveiling the JennAir Experience at the marquee A&D Building was an imperative on our mission to bring JennAir's progressive spirit to life across the country. The A&D Building serves as the destination for designers to witness the new era of luxury come to life through the beautiful design and deeply integrated digital backbone of JennAir products.”

The JennAir Experience, currently on display at ADDS and arriving next month to the A&D Building, represents a defiant departure from conformity and a revolutionary approach to marketing and sales. Notable luxury and technology brands are no stranger to experiential engagement at retail; yet, JennAir is elevating the showroom experience further with a fully-immersive space for designers and builders and a revolutionary approach to showrooms that will drive the industry forward.

The JennAir Experience at the A&D Building will encompass 2,500+ square feet, boasting products that stand on their own as expressions of pure art and beautiful design. To create this, the brand unshackled common experiences and leveraged the inspiration of beauty, power and customized personalization offered throughout its portfolio. As such, no space will be wasted on anything that inhibits creativity to envision a kitchen completely curated for today's new modern luxe consumer. Transporting visitors into a bespoke expression of true modern luxury, the JennAir Experience first immerses guests in the



progressive brand history before opening their eyes to the new era of JennAir, with digital connectivity at the core.

The space will be anchored by the highly coveted statement pieces — *Cuts, Smoke & Brass* and *Burlesque* — along with the RISE™ and NOIR™ design expressions. With more than 5,000 customizable product combinations, consumers and designers are invited to embrace an exceptional level of personalization in kitchen design. Each offering will be completely integrated with the brand's signature digital platform, an essential kitchen experience for the new modern luxe consumer. According to *TotalRetail*, eight of 10 luxury items are influenced by digital in some way and 43 percent of purchases are now influenced by personalized recommendations¹.

Delivering on its path to progress, JennAir seamlessly integrated the online experience and the in-person environment to cater to its Discerning Indulger's every need. Further amplifying the experience, interactive touch screens and customization tools are onsite to aid designers and architects as they consider and select luxury appliances.

The A&D Building, located at 150 East 58th Street, is New York's leading kitchen, bath and fine furnishings destination. It joins Snyder Diamond in Pasadena, Calif., opening in early 2019, and A-1 Appliance in Nashville, Tenn., which opened in December 2018, as the first JennAir Experience destinations. Unique to the markets they serve, each has been deployed to allow luxury consumers to envision and empower true customization in ways that shatter industry expectations.

Additional transformations in 2019 include Yale Appliance Lighting in Boston, Good Deals in Florida, Kettle Moraine in Milwaukee and many more, bringing the Bound By Nothing™ ethos directly to modern luxury consumers nationwide. To learn more, visit JennAir.com and @JennAir on Instagram and Twitter.

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), twitter.com/JennAir and [youtube.com/JennAir](https://www.youtube.com/JennAir).

About The A&D Building & Vornado Realty Trust

Vornado Realty Trust is a preeminent owner, manager and developer of real estate with a portfolio including some of the world's most iconic properties. In Manhattan, Vornado has ownership and management interest in over 20 million square feet of office and nearly 3 million square feet of street retail, primarily located in the key retail corridors of Madison Avenue, Fifth Avenue, Times Square, Union

¹ <https://www.mytotalretail.com/article/luxury-brands-fail-to-adapt-to-a-digital-future/>



Square, Penn Plaza/Herald Square and SoHo, as well as the 3.7 million square foot MART (theMART) in Chicago and the 555 California Street complex in San Francisco. Vornado is the largest owner of LEED-certified property in the United States, with more than 21 million square feet of LEED-certified properties, with 17 million square feet at LEED Gold level. Vornado commemorated 50 years on the NYSE in 2012 and has been a member of the S&P 500 since 2005. With its dominant market position, its superior operating platforms, and its strong financial position, Vornado is poised to continue building on its history of success.

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