

HOME FURNISHINGS

Dacor brings high-fashion aesthetic to home appliance marketing

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Dacor's latest campaign is a sleeker affair than usual. Image credit: Dacor

By DANNY PARISI

U.S. appliance manufacturer Dacor is taking inspiration from the fashion world's slick advertisements with a new campaign for its Modernist Collection.

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The series of short films brings some of the edgy aesthetics of highly-produced fashion campaigns and brings them to the world of home appliances. The campaign, which was created in collaboration with Los Angeles advertising firm Team One, is a part of Dacor's larger bid to place its appliances as products that are just as luxurious and stylish as the latest designer clothes or accessories.

"For far too long the space has been habitually branded with a 'pro-style cooking' or 'design museum' label," said Etienne Houseknecht, marketing director at **Dacor**, Industry, CA. "With our new campaign, Dacor serves as a cultural thought leader on what it means to be a modern entertainer and invites the luxury consumer to view the category through a new lens."

High-fashion appliances

Dacor makes some of the most expensive home appliances in the market, trafficking in the ultra-premium tier of kitchen and home furnishings.

But while a pair of fine Italian shoes or a diamond brooch have no need to prove their status as luxury items, a dishwasher or an oven may not be what every consumer thinks of when they think of luxury.

Dacor is aiming to change that attitude with its new campaign for the Modernist Collection, a suite of new appliances designed by the California-based brand.



Dacor's Remodel campaign. Image credit: Dacor

To promote this collection, Dacor worked with Team One has created a multipart video series inspired by the edgy arthouse-style films created for modern fashion brands.

In this case, Dacor's video series is called "Dacor: The Remodel." In each video, model Carolyn Murphy walks through a sterile and plainly designed kitchen which she then smashes to pieces with a sledgehammer and various other tools.

The destruction is filmed in vivid detail with the kind of languorous, slow-motion cinematography of the most highly-produced fashion ad.

At the end of the film, the model is then shown reclining in the newly remodeled kitchen, this time brought to life by the more stylish appliances and furnishings from Dacor.

Changing perceptions

There has been a push recently to create home appliances that go beyond simply offering a high-quality experience, pushing the appliance from simply an upscale piece of kitchen equipment to something worthy of the label "luxury."

For example, appliance maker Thermador is reaching out to hosts with the design and promotion for its latest line of dishwashers.

The Star-Sapphire dishwasher includes features for those catering to crowds, such as added space and an illuminated interior to match the mood of an event. Thermador has found that dishwashers are a central kitchen must-have for entertainers, with some affluent homeowners opting to install two or more of the appliances in their kitchens ([see story](#)).

Dacor: The Remodel

While Thermador has focused on new features and Dacor on marketing, others are turning to technology as a way to set their appliances apart.

German appliance maker Miele is teaming with Hearst's Good Housekeeping to adapt to the new manner in which people are consuming food with futuristic kitchen concept.

Miele is showing off its most high-tech products through a new kitchen for Good Housekeeping magazine. The "Kitchen of the Future" builds off of a previous relationship built by the two brands, which was capped off with the publication sharing its famous Good Housekeeping Seal of Approval with the appliance maker ([see story](#)).

For Dacor, its path to turning its home appliances into luxury items is through slick marketing and an eye for aesthetically pleasing and daring advertisements that inject a bit of high-fashion edge into an otherwise domestic product.