

HOME FURNISHINGS

## JennAir appeals to modern consumers through kitchen "revolution"

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*JennAir's "Bound by Nothing" campaign aims to tear down luxury conventions. Image credit: JennAir*

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By SARAH JONES

Appliance maker JennAir is aiming to differentiate itself through a rebranding campaign that takes on preexisting notions of luxury.

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"Bound by Nothing" follows in JennAir founder Lou Jenn's rebellious footsteps, speaking to the spirit of artists and innovators with product releases that focus on providing the means for self-expression. Launching concurrently with the Architectural Digest Design Show, the campaign reflects consumers' growing interests in unique, individual design.

"According to Ipsos, 81 percent of luxury consumers believe the definition of luxury is changing rapidly," said Jon Hall, product and brand marketing director at **JennAir**, Benton Harbor, MI.

"That change is underscored by a recent Deloitte luxury consumer goods research study suggesting that 45 percent of luxury consumers are asking for personalized products and services rather than carbon copies of conventional luxury," he said. "We saw an opportunity to bring new life to the category and excite designers and trendsetters with killer designs in masterfully executed kitchen appliances.

"Thus, JennAir, a brand rooted in defiance, has set forth a limitless new vision of luxury under the creative platform Bound By Nothing."

Rethinking luxury

In 1961, Mr. Jenn changed kitchen design with the invention of downdraft ventilation. This eliminated the need for a top-mounted hood, allowing for the open concept floor plans that remain popular today.

Whirlpool-owned JennAir is translating this idea of change into today's luxury market with the release of two new design expressions.

One of these lines, Rise, features appliances such as column refrigerators with 300 different customization options and cooktops and ranges that can also be personalized for different layouts and styles.

Bringing additional design elements and textures into the kitchen, JennAir's Cuts refrigerator and freezer columns are covered in leather.

JennAir is also debuting a Burlesque refrigerator design that is lined in burgundy. This limited-edition model is only being produced in a series of 13, allowing exclusivity for the eventual owners.



*JennAir Burlesque Refrigerator. Image courtesy of JennAir*

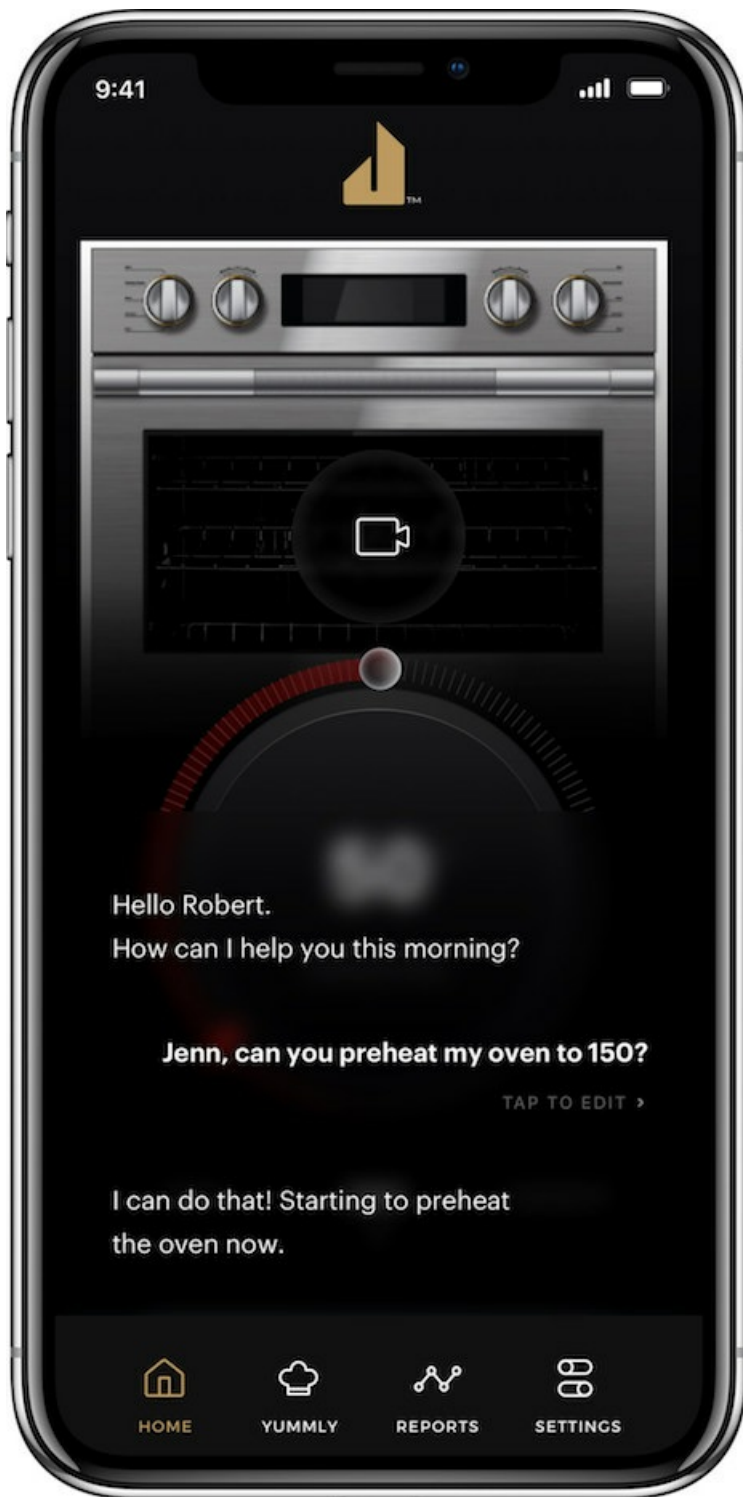
Similarly, a Smoke and Brass range featuring hand finishes will only be made in a limited run of 50.

"JennAir has a responsibility to consumers, specifiers and designers to drive progress in the luxury category," Mr. Hall said. "The Architectural Digest Design Show attracts exactly the luxury audience we are seeking to deliver our new brand mission to, so where better to launch the new era of JennAir than at ADDS with this hungry and eager audience?"

"Our mission begins at ADDS and is in everything we do: embrace limitless possibilities, challenge convention and give designers and tastemakers exactly what they need."

Along with product launches, JennAir is also creating a new digital platform that will allow consumers to connect with their appliances. Debuting late this year, the online hub will include access to a call center, specialists and personalized insights.

Aiming for a frictionless culinary experience, the platform will allow for functions such as remote start of dishwashers and real-time notifications.



*JennAir Remote Access. Image courtesy of JennAir*

JennAir is also looking to provide inspiration through digital channels. The company is syncing application Yummly to its appliances, helping consumers streamline their grocery shopping and discover recipes.

This online platform will be compatible with Amazon's Echo, Nest devices, Google Home and the Apple Watch.

As part of its rebranding, JennAir has updated its logo. The new design features the letter "J" constructed by two columns, referencing the forms of the brand's appliances, including Mr. Jenn's innovative downdraft design.



*JennAir's new logo. Image courtesy of JennAir*

The brand has also removed the hyphen from its name, and its wordmark features geometric lettering that connects both the heritage of Mr. Jenn and the forward-looking concept of "air."

Creating a clean slate for its new chapter, JennAir's Instagram featured solely posts teasing the launch of Bound By Nothing leading up to the official debut on March 22. Likening the rebranding to the burning and rebirth of a phoenix, JennAir's posts include the line "Luxury rises anew."

A campaign film further takes aim at stereotypical luxury, rebelling against classical notions of what high-end living means.

*Bound By Nothing - JennAir*

"Lou Jenn was a born leader who loved to innovate," Mr. Hall said. "He defied physics with the invention of the original self-ventilating downdraft cooking system in ranges and cooktops and drove progress in the appliance industry. This is the spirit that the JennAir brand is continually led by."

"Bound By Nothing was born out of consumer insight that the luxury category has become a sea of sameness, yet the super premium audience craves more personalization, uniqueness and something they can truly call their own," he said. "Bound By Nothing brings 70-plus new products across two design expressions 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."

#### Individuality

As consumers desire products that fit their specifications, more luxury labels have taken up a bespoke approach, bringing the concept into additional categories including home furnishings.

For instance, Yves Delorme's in-store Couture program offers a made-to-measure experience. Clients can pick everything from the materials and threads to measurements to create something that is uniquely their own ([see story](#)).

2018 will be all about artisanal and one-of-a-kind interior design pieces, according to a report from online marketplace 1stdibs.

Around half of all designers surveyed by 1stdibs said that 2018 would see more interest and sales of unique, one-off pieces on the luxury design marketplace, with a focus on distinctive items made for individual customers. This trend is emblematic of the larger shift in the luxury world away from branded or recognizable goods in favor of more individualized and distinct items ([see story](#)).

"Wealthy consumers have societal pressures to choose from pre-determined markers of success: brands and products in all industries cars, houses, boats, country clubs and yes, even appliances," Mr. Hall said. "But, the modern luxury consumer realizes that their wealth buys them the freedom to choose what they really want based on their most primal desires or what really makes them happy: unique design, unique experiences, personalization, customization and digital progress."

"As leaders they want to stand out and be different," he said. "They aren't pre-conditioned to follow the herd."

"JennAir, led by the creative mission: Bound By Nothing will capture the modern luxury consumer with the masterful

execution, provocative design, exceptional performance and frictionless connectivity they crave."

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