

HOME FURNISHINGS

Sub-Zero and Wolf debuts dishwasher line

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Sub-Zero and Wolf is expanding into dishwashers. Image courtesy of Sub-Zero and Wolf

By STAFF REPORTS

Appliance brand Sub-Zero and Wolf is expanding beyond refrigeration and cooking solutions with the launch of a new dishwasher brand.

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Dubbed Cove, the line aims to address the pain points consumers have with their dishwashers, such as noise and drying quality. As an aid for entertaining, dishwashers are becoming a sought-after appliance, with many affluent homeowners installing more than one in their kitchen ([see story](#)).

Cleaning up

Cove officially debuted to trade representatives and consumers at the Architectural Digest Design Show in New York.

After hearing from consumers that they wished their dishwashers had better cleanliness and drying quality, more flexibility for loading and quieter running, Sub-Zero and Wolf set out to solve these issues with Cove.

The brand's dishwashers include adjustable racks and tines. For cleaner dishes, the appliance uses 43 jets and a water filtration system, while fans and angled tines help to get dishes dryer before the end of a cycle.

Cove's almost silent washing can be quieted even more with an "extra quiet" cleaning option.

Reflecting consumers' desire for digital features, the Cove dishwashers feature Internet connectivity, allowing consumers to receive notifications or start wash cycles from their mobile devices.



Cove is launching this year. Image courtesy of Sub-Zero and Wolf

Available this year, the two model options are priced between \$2,099 and \$2,199.

"Dishwashers are often the most used appliance in the kitchen, so when we embarked on manufacturing a dishwasher line, we knew that it needed to be hardworking and equally well-engineered to the same standard of our refrigeration and cooking appliances," said Jim Bakke, president and CEO of Sub-Zero Group, Inc., in a statement. "Extensive research and rigorous testing far more punishing than anything the average consumer would subject a dishwasher to, resulted in a product that lives up to the standard of excellence our company has held and delivered for more than 70 years."

Millennial and Gen X luxury homebuyers are more apt than their predecessors to have spent a lifetime surrounded by wealth, making them discerning and educated real estate consumers.

Today, the majority of consumers looking for homes priced at \$1 million or more are between the ages of 25 and 49. A new report from Luxury Portfolio dubs the rising affluent class the "new aristocracy," due to their upscale upbringing and expected financial power.

In the kitchen, boomers Gen X and Gen Y consumers all desire commercial-grade appliances, but younger buyers put more emphasis on features such as wet bars and dual dishwashers ([see story](#)).

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