

HOME FURNISHINGS

JennAir makes showrooms more conducive to customization

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JennAir is cooking up a new showroom concept. Image credit: JennAir

By STAFF REPORTS

Following its rebrand earlier this year, appliance maker JennAir is looking to continue defying conventions in its retail spaces.

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The Whirlpool Corporation-owned label is rolling out a new showroom concept that focuses on enabling customers to curate and customize their own kitchens. A key trend in home furnishings today is individuality ([see story](#)), something that JennAir's collections and stores aim to provide.

Remixing the showroom recipe

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

"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. Launched concurrently with the Architectural Digest Design Show, the campaign reflects consumers' growing interests in unique, individual design ([see story](#)).

Taking this idea to its showrooms, JennAir has revamped its experience at A-1 Appliance in Nashville, TN.



JennAir's showroom at A-1 Appliance. Image courtesy of JennAir

Digital screens and customization tools will help shoppers envision their own kitchen. JennAir notes that visualization is often the key for architects and designers to be able to sell a client on an appliance.

The 1,300-square-foot space showcases products from JennAir's Noir and Rise collections, which feature digitally integrated appliances.

After Nashville, the showroom concept will make its way to other JennAir locations in 2019, including Yale Appliance Lighting in Boston, Good Deals in Florida and Kettle Moraine in Milwaukee, WI.



JennAir showroom at A-1 Appliance in Nashville, TN. Image courtesy of JennAir

"JennAir is on a mission to bring more customization and personalization to the luxury kitchen appliance industry," said Jon Hall, product and brand marketing director at JennAir, in a statement. "Our legacy lies in our founder, Lou Lonn's, commitment to defying the status quo to drive progress.

"With the new era of JennAir, we are continuing to bring this to life, not only through our brand overhaul and new products, but also at the showrooms where we sell our products and uphold our promise of delivering progressive appliance experiences for our modern luxe consumer," he said. "As we bring the progressive spirit of JennAir to life across the country at A-1 Appliance and the showrooms to follow designers will witness the new era of luxury with JennAir, coming to life through our new products that stand on their own as expressions of beautiful design and that feature a deeply integrated digital backbone."