

HOME FURNISHINGS

## Dacor leans on retail theater for Chicago showroom

April 8, 2019



*Dacor's Chicago showroom. Image courtesy of Dacor, photo by Mark Campbell*

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By STAFF REPORTS

U.S. appliance maker Dacor is expanding its retail presence with the opening of its second showroom.

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The Dacor Kitchen Theater showcases the brand's emphasis on entertaining, allowing homeowners and trade professionals to see and touch products in person. After opening its first showroom in New York in 2019, Dacor is also planning to launch a third flagship space in Southern California this fall.

**Entertainment and education**

Dacor's Chicago showroom is located on the first floor of the Merchandise Mart in downtown.

While the space directly serves trade professionals, consumers are also allowed to visit.

The DacorMatch Color System enables clients to match any hue for a personalized kitchen.

A Design Studio gives interior designers digital tools for customization, allowing them to compile samples, create charts and determine what materials will be needed for a particular job.

In addition to product displays, the showroom will host events such as cooking demonstrations, providing entertainment and education for homeowners, media, designers and dealers.



*Dacor's Chicago showroom. Image courtesy of Dacor, photo by Mark Campbell*

"Expanding Dacor's national presence is an incredible milestone for the brand," said Randy Warner, president of Dacor, in a statement. "The Chicago design scene has seen a revitalization that is in line with our brand growth and the Mart is the perfect place to highlight our new initiatives while celebrating our 50-year heritage.

"The Dacor Kitchen Theater is a true representation of our innovative product offering and a space that invites collaboration and education to the local design community," he said.

Recently, Dacor has been working to change perceptions of the appliance category.

Dacor recently took inspiration from the fashion world's slick advertisements with a new campaign for its Modernist Collection.

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 ([see story](#)).

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