

HOME FURNISHINGS

JennAir sponsors special-edition Kips Bay Decorator Show House event

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State-of-the-art JennAir appliances will grace the historic Upper West Side River Mansion residence, which opens for public tours following a three-year hiatus. Image credit: JennAir

By LUXURY DAILY NEWS SERVICE

U.S. luxury appliance brand JennAir is slotting in as the exclusive appliance brand partner of the 78th-edition Kips Bay New York Decorator Show House.

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The label has landed a deal with the prestigious annual event which, this year, hosts 22 designers and architects for a reimagining of various rooms across the property. Open May 22 through June 6, JennAir will provide a number of innovative kitchen items to the philanthropic project benefitting the Kips Bay Boys & Girls Club.

"Kips Bay New York boldly showcases the work of some of the most sought-after interior designers in the world, and they've masterfully woven our appliances into spaces throughout the home to show visitors when they choose JennAir appliances, they never have to sacrifice function for luxury," said Chelsey Whitehead, director of product and brand marketing at [JennAir](#), in a statement.

"The JennAir appliances featured in the River Mansion give Kips Bay New York attendees, and the design industry at large, the opportunity to see how our products elevate the spaces they inhabit through their truly differentiated aesthetics."

Elegance in design

JennAir's main display can fittingly be found in the townhomes main kitchen, this year redesigned and curated by Wesley Moon, a New York-based interior designer.

Mr. Moon has designed spaces for the Kips Bay Decorator Show House since 2018. In 2019, the creative was named as one of the top 50 "new guard" designers in Carl Dellatore's book "On Style."

The main kitchen design spotlights four state-of-the-art appliances from JennAir's RISE collection, including the 30" refrigerator and freezer columns, 48" professional-style range and 24" panel-ready dishwasher, as well as the brand's microwave drawer.



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A post shared by JennAir (@jennair)

"I am continuously impressed every time I use JennAir," Mr. Moon said, in a statement.

"When it comes to design, I am all about the small details that make a larger impact in each space, and that is what they deliver," he said. "There is an element of surprise and drama when a client opens a JennAir fridge, and they see the obsidian interior.

"It's timeless, elegant, and undeniably chic."

The range featured in the Show House features app integration with JennAir's Culinary Center. A recent report found that digital integrations are among the top interior design trends of 2023 ([see story](#)).

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