



Press Contacts: Kim Roman
Digitas
212/350-7822
kim.roman@digitas.com

Katie Lee Pollack
Digitas
212/350-7949
katharinelee.pollack@digitas.com

Juliet Johnson
Jenn-Air
269/923-7440
Juliet.m.johnson@jenair.com

JENN-AIR TO OPEN SHOWROOM IN MANHATTAN

Alliance with Christopher Peacock Home Links Two Prominent “Made in America” Brands

BENTON HARBOR, Mich. (March 20, 2013) – In the first move of its kind for the brand, luxury appliance maker Jenn-Air will open a Manhattan showroom in April 2013 as part of a broader effort to heighten its profile among influential design professionals. The space, occupying the entire fifth floor of the Decoration & Design (D&D) Annex at 222 East 59th Street, also will serve as a showcase for Christopher Peacock Home, a leading designer of high-end kitchen cabinetry and home furnishings. Its three fully-outfitted Jenn-Air kitchens will include one equipped for live cooking demonstrations.

The showroom will not handle sales of the appliances, but will facilitate purchases through Jenn-Air retail partners and offer related design services, according to Steve Brown, General Manager of Jenn-Air. Highly trained staff will be on hand to provide information and guidance in selecting from the complete Jenn-Air product line, which was recently redesigned and re-launched as a luxury appliance collection.

“Jenn-Air and Christopher Peacock Home share a commitment to design and craftsmanship, and to making luxury products right here in America,” notes Brown. “This showroom will serve as a key resource for design professionals and their clients, and provide an ideal showcase for our two highly compatible brands.”

According to Brown, the alliance reflects the Jenn-Air brand’s broader strategy of “offering information and inspiration in highly experiential, highly contextual ways and settings.” Related initiatives include a new iPhone application that lets users envision Jenn-Air appliances in their kitchens, participation in high-profile designer show homes, and exclusive sponsorship of major culinary events.

“Showing the Jenn-Air appliance collection together with high-end cabinetry and furnishings is another way to not only inform and inspire, but to communicate our transformation into a true luxury brand,” adds Brown.

About Jenn-Air:

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air brand has consistently grown its reputation as a technology and design innovator. Its selection of style options includes two distinct stainless steel collections and a cutting-edge Floating Glass finish in black or white. From downdraft cooktops, wall ovens and professional style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine cellars, Jenn-Air brand offers a complete line of major kitchen appliances. To learn more about the Jenn-Air® appliance collection, or speak with a member of the concierge team, please visit jennair.com, twitter.com/jennairusa or facebook.com/jennair.

About Christopher Peacock Home:

Christopher Peacock Home is a leader in the design and manufacturing of elegant lifestyle products for the home. Specializing in fitted furniture, interior paint products and beautifully crafted hardware, Peacock's work can be found in many of the world's most luxurious private estates. A prominent figure in the world of luxury interior design, he is renowned for offering his discerning clientele the finest quality, elegant design and attention to every detail. Headquartered in Connecticut with showrooms in Greenwich, Chicago, Boston and San Francisco – and representation through a select group of design associates – his products have been manufactured exclusively in the United States for 20 years. Every room of cabinetry is made to order and specifically detailed for the individual client. Using only the finest materials, his team of craftsmen fashion raw timbers into cabinetry suited for every room in the home, from kitchens and bathrooms to libraries.

###