



JennAir Unveils a New Era of Luxury at KBIS 2025

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The luxury brand will showcase the future of design and function through new innovations and exclusive collaborations

BENTON HARBOR, Mich., Feb. 11, 2025 /PRNewswire/ -- JennAir is set to unveil its latest innovations at the 2025 Kitchen and Bath Industry Show (KBIS), continuing its legacy of pushing the boundaries of luxury design and performance in the kitchen. In its unique space within the Whirlpool Corporation booth (#W1801), the brand will showcase exciting new collaborations and cutting-edge product offerings that promise to redefine the future of luxury kitchen design.

Among the highlights of this year's exhibit is JennAir brand's partnership with National Kitchen & Bath Association (NKBA) Vice Chair, Kerrie Kelly, whose creative vision elevates the brand's showcase to new heights. Kelly's influence shines in the Defiant Lounge, a stunning blend of luxury finishes, refined lighting and inspired design. This collaboration underscores JennAir brand's commitment to working with leading design experts to deliver bold, visionary concepts that resonate with the design community and beyond.

"This year is all about creating an experience that pushes the limits of what luxury in the kitchen can be," said Anthony Pastrick, Senior Brand Manager, JennAir at Whirlpool Corporation. "We're excited for visitors to explore our newest product offerings, see our exciting collaborations and experience firsthand how JennAir is redefining design, performance and innovation."

Attendees will explore three distinct sections that are designed to demonstrate the sheer power, beauty and precision of JennAir® appliances which aren't just functional, but an experience in itself.

Perceptual Paradise

From the moment they enter the JennAir brand space, attendees are pulled into an immersive, sensory world that breaks the boundaries of design. Guests will get an exclusive first look at the JennAir® 36" Downdraft Induction Cooktop that appears to defy gravity. Remove kitchen air of cooking vapors and odors with powerful extraction that works 5x faster than steam can rise, helping to maintain a pleasant kitchen environment. The cooktop's slim profile liberates any space

from bulky hoods and cabinet constraints, making even floating islands a reality. Other impressive features include:

- **Powerful Smoke and Odor Removal:** Captures smoke fast with a filter that helps remove odor particles from the air.
- **Quiet Ventilation:** The extraction system in the cooktop reduces noise generated at head height to help keep your senses engaged in your culinary masterpiece.

Experience the sizzling innovation in action with live cooking demonstrations each day of the show, with New York Times Cookbook Bestseller and James Beard Award Winner Andy Baraghani, and Whirlpool Corporation's Culinary Training Chef, Ann Nolan, daily. View the full schedule [here](#).

The Gallery of Leather Cuts

The next stop in the booth is the Gallery of Leather Cuts by JennAir brand, where visitors will be immersed in a world of luxurious, tactile textures that invite interaction. Leather Cuts panels will line a pathway that culminates in its latest innovation in refrigeration: JennAir® Columns with SlimTech™ Insulation technology. SlimTech™ Insulation technology is the first vacuum-insulated structure technology in a refrigerator brought to the North American market by a major appliance manufacturer.

The gallery will also unveil a new collaboration of 10 column refrigerator panels for 2025 in partnership with Nature Squared, a Swiss-based ethical design brand that creates innovative luxury surfaces using organic materials, like eggshells. These stunning panels will unlock limitless design possibilities for the kitchen while delivering rich textures and exquisite craftsmanship.

Defiant Lounge

Before guests exit, they'll pass through the Defiant Lounge. Inside, Kelly showcases JennAir® appliances in a stunning space where luxury finishes, sophisticated lighting and inspired design come together to create an immersive environment.

The JennAir® Professional-Style Induction Range serves as the stunning centerpiece of the lounge and will offer opportunities for a multisensory experience. The new range features tactile knobs for intuitive control, dual-fan true convection, and a chrome-infused griddle which can be easily cleaned with water and a cloth.

Also featured in the Defiant Lounge are the new JennAir® Wine Columns. These new units are meticulously engineered to protect wine through: Consistent Temperatures, Ideal Humidity Control, Reduced Vibration Technology, and UV protection through Ambra Lighting. These models will be available in 18" and 24", left swing or right swing, RISE™ and NOIR™ Design Expressions.

Within the Defiant Lounge, Kelly will also host two exclusive happy hours, inviting design industry professionals to end their day on a high note on Tuesday, February 25 and Wednesday, February 26, from 4 - 5 p.m. PST with a tour and drinks in a relaxed atmosphere.

For more information about the brand's presence at KBIS and events at the show, visit: WhirlpoolPro.com/KBIS2025. For additional details about Whirlpool Corporation, its portfolio of brands, and other offerings for building industry professionals, visit WhirlpoolPro.com.

About JennAir

Defying physics with the invention of downdraft ventilation, Lou Jenn forged the path to an open concept and changed the kitchen forever. Founded in that progress, the JennAir brand fearlessly carries his torch — hell-bent on burning down the tired conventions of luxury. The JennAir brand crafts distinctive luxury kitchen appliances that push form and function to transform spaces. With exceptional performance, masterful execution and provocative design, JennAir offerings are powerful, yet bespoke to individual tastes, shattering norms to deliver the progress that today's luxury consumer deserves. To speak with a concierge at the JennAir Epicenter or learn more about the new offerings from JennAir, please visit JennAir.com or join us on instagram.com/JennAir and youtube.com/JennAir.

About Whirlpool Corporation

Whirlpool Corporation (NYSE: WHR) is a leading home appliance company, in constant pursuit of improving life at home. As the last-remaining major U.S.-based manufacturer of kitchen and laundry appliances, the company is driving meaningful innovation to meet the evolving needs of consumers through its iconic brand portfolio, including Whirlpool, KitchenAid, JennAir, Maytag, Amana, Brastemp, Consul, and InSinkErator. In 2024, the company reported approximately \$17 billion in annual sales - close to 90% of which were in the Americas - 44,000 employees, and 40 manufacturing and technology research centers. Additional information about the company can be found at WhirlpoolCorp.com.

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