



KitchenAid Brings Color and Creativity to KBIS 2025

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The brand will introduce a vibrant new culinary journey, inviting guests to expect the unexpected

BENTON HARBOR, Mich., Feb. 4, 2025 /PRNewswire/ -- KitchenAid is set to redefine kitchen design at this year's Kitchen and Bath Industry Show (KBIS), crafting a culinary space to play and explore. Known for its commitment to passionate makers, KitchenAid will reimagine the ordinary with a curated selection of vibrant new colors, unique finishes, and rich textures that elevate the kitchen experience while offering an exclusive preview of a new appliance line that brings creative expression to the heart of the kitchen.

"At KitchenAid, we believe the kitchen is not just a place to cook—it's a canvas for creativity," says Kevin Sulaiman, Sr. Brand Manager at KitchenAid. "In 2025, we're taking that belief to new heights. Our immersive display will showcase how design and functionality can merge seamlessly, creating a space where exploration, expression, and innovation come together."

As guests venture into the KitchenAid section of the Whirlpool Corporation booth (#W1801), they'll quickly experience the culinary creativity the brand brings to the table. It's set to debut its new appliance collection in two striking, colorful shades that were inspired by the latest design trends:

- Juniper: A complex, dark green with a touch of blue and metallic flake
- Black Ore: A deep, metallic black with subtle graphite undertones

The display will feature a selection of interchangeable handles and knobs in bronze, brass, and stainless steel finishes that highlight the curated color palette. Guests are invited to mix and match elements of the collection, demonstrating how the new appliances seamlessly integrate into a broader kitchen design.

Throughout the exhibit, guests will have multiple opportunities to explore the new customizable options across a range of products, including commercial ranges, wall ovens, refrigerators, and more, such as:

- KitchenAid® 30-inch Smart Slide in Gas Range with EvenHeat™ Convection, Steam Bake with Steam Bake Tray, No Preheat Air Fry, and Steam/Self Clean
- KitchenAid® 24 Cu. Ft. Counter Depth French Door Refrigerator with Internal Water Dispenser
- KitchenAid® 360° Max Jets™ Third Rack Dishwasher with Advanced ProDry™ System, 44 dBA

To help tell this design story at KBIS 2025, KitchenAid has partnered with designer Noz Nozawa who will be available in the booth to speak to the latest KitchenAid design innovations. Noz is known for designing interiors with a colorful, layered mix of styles, and is celebrated in the design industry for her effervescent and intentional designs.

Noz and other KitchenAid Design Ambassadors will host exclusive, 30-minute walking tours of the booth to share more about KitchenAid brand's latest innovations and their steadfast commitment to clean, uncomplicated design that prioritizes premium craftsmanship and self-expression.

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 KitchenAid

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for those with a passion to make. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. To learn more, visit KitchenAid.com or follow us on Instagram, @KitchenAidUSA.

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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