

Monogram Travels into Luxury to Deliver Design Through Inspirational Destinations

Luxury appliance brand brings Gwyneth Paltrow to the KBIS main stage to highlight wellness in kitchen design and unveils its first designer collection with Richard T. Anuszkiewicz

LOUISVILLE, Ky., Feb. 8, 2022 – Today’s most discerning consumers want to live and entertain with the sophistication of resort life in the warmth and comfort of home. As a result, this week Monogram™ unveiled a new collection of luxury appliances and bespoke details for the kitchen and beyond at the 2022 Kitchen and Bath Industry Show (KBIS).

Villa Monogram, the Monogram KBIS booth destination (#W2001), showcases the brand’s latest innovations and collaborations in a variety of luxury living scenarios, including:

- [Villa Monogram Farm](#) – Balancing the relaxed farm-to-table lifestyle and vineyard vibes, this destination incorporates **Monogram’s new 30” Fully Integrated Wine Sommelier** and **Monogram 30” Smart Flush Hearth Oven** into a contemporary farm experience. The destination will elevate the palate with wine experiences from Sommelier Erik Segelbaum.
- [Villa Monogram Mountain](#) – With an alpine aesthetic and the warming comfort of an après-ski lodge, this destination is built for gathering and showcases the new **Monogram Rotisserie Oven**.
- [Villa Monogram Beach](#) – Like a breath of fresh seaside air from within a personal cabana, this destination emphasizes the indoor-outdoor living of warm, tropical settings and features the **30” Smart Electric Convection Single Oven** and the **36” Integrated Panel-Ready Column Freezer and Refrigerator**.

Nestled among the Villa Monogram Destinations is the opportunity to take pause, and experience **Monogram’s first Designer Collection**. Bespoke offerings from renowned interior designer and Monogram Creative Director, Richard T. Anuszkiewicz, the collection has two aesthetics – Brass and Titanium - and features luxury options for ventilation hoods, refrigerator panels and custom handles.

“Monogram doesn’t just build appliances, it focuses on bringing personalized luxury to the privacy of consumers’ homes,” said Julie Burns, executive director of Monogram. “The ability to entertain today in one’s home, without sacrificing the je ne sais quoi of a five-star resort experience, is in high demand. Monogram is proud to be redefining personal luxury with the sophisticated details of The Designer Collection collaboration with Richard Anuszkiewicz and high-end living solutions like the Monogram Wine Sommelier.”

Monogram recently entered a multi-year [partnership](#) with award-winning actor and global entrepreneur Gwyneth Paltrow. On Tuesday, February 8, the founder of Goop will headline the KBIS main stage for a discussion hosted by Monogram Creative Director Richard Anuszkiewicz and famed interior designer Brigitte Romanek. Paltrow will share the inspiration for her home designs and how she has integrated Monogram appliances into her lifestyle and wellness approach.

To set your itinerary for Villa Monogram and experience these innovations firsthand at KBIS 2022, email KBIS.RSVP@geappliances.com. For more information about Monogram and its range of products, visit Monogram.com and follow [@MonogramAppliances](#) on Instagram, Pinterest or YouTube to experience the #MarkofLuxury.

About Monogram®

Monogram® takes pride in its quality and artistry, crafting appliances that are expertly engineered and purposefully designed with a minimalist elegance that reflects the feedback, personality and lifestyles of owners with distinctive tastes. With an uncompromising attention to every detail, every material and every industry-exclusive, award-winning feature, Monogram Appliances Elevate Everything™ in the kitchen. For more information on Monogram ranges, cooktops, microwaves, pizza ovens, refrigerators, freezers, ice makers, wine reserves, dishwashers, and compactors, visit www.monogram.com. Learn more about the Monogram Designer Council and the designers at <https://www.monogram.com/creative-partners/designer-council/>.

About GE Appliances

GE Appliances strives to make the world a better place and is committed to leading in the U.S. communities where its 14,000 employees live and work. A purpose-rooted and passion-driven organization, GE Appliances believes there is always a better way. Headquartered in Louisville, Ky., products are sold under the Monogram®, CAFÉ™, GE Profile™, GE® Appliances, Haier, and Hotpoint® brands. Its appliances, which are in half of all U.S. homes., include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners, water filtration systems, water heaters and small appliances. For more information, visit www.geappliancesco.com.