

CAFÉ™ Takes Customizable Kitchen Appliances to a New Level with Actress Ashley Park Park's Embodies Style and Personality in the Brand's New Campaign

LOUISVILLE, Ky., Apr. 15, 2024 – CAFÉ™, the brand synonymous with customizable hardware offerings that create flexibility in kitchen design, collaborated with popular actress Ashley Park as she set out to revamp her kitchen with her personal style top-of-mind. This collaboration with a major celebrity symbolizes a new era for the brand as customizable kitchens continue to rise in popularity.

Looking for a unique, premium feel and undeniable style, CAFÉ's suite of customizable appliances was a perfect fit for Park, who was drawn to the brand for its selection of hardware finishes and base colors that can be mixed and matched to suit your personal style. Park's kitchen upgrades feature stunning Matte White CAFÉ appliances outfitted with Brushed Brass hardware to match her kitchen aesthetic of a neutral palette with bold, striking accents.

"I really wanted a space that felt very approachable and relaxed, so when I saw these appliances, this Matte White finish, I realized that the appliances are how I can tie the whole kitchen together," says Park. "If I had to give a theme to my kitchen, it would probably be 'stylish serenity'. I've been drawn to a neutral palette with bold and striking accents, so I was excited to choose the brass hardware because there's something about it that felt really sophisticated. I also love that if I wanted to change my mind tomorrow, I could."

Park's full kitchen revamp includes state-of-the-art CAFÉ appliances like the all-new [CAFÉ CustomFit™ Stainless Steel Interior Smart Dishwasher with Sanitize and Ultra Wash & Dual Convection Ultra Dry](#) and the [CAFÉ ENERGY STAR® 28.7 Cu. Ft. Smart 4-Door French-Door Refrigerator With Dual-Dispense AutoFill Pitcher](#). Both units take traditional kitchen appliances to new heights with thoughtful design features, elevated finishes and fashion-forward hardware.

Other appliances in Park's customized kitchen include the [CAFÉ 36" Smart Dual-Fuel Commercial-Style Range with 6 Burners](#), [CAFÉ Specialty Grind and Brew Coffee Maker with Thermal Carafe](#) and [CAFÉ Bellissimo Semi Automatic Espresso Machine + Frother](#).

"CAFÉ is a brand that combines trend-forward design with your personal style," said Erica Bovard, senior brand director for CAFÉ. "The kitchen is the heart of every home, and our mix-and-match appliances with changeable hardware help create the kitchen of your dreams – far beyond the typical customizations with cabinetry or backsplash."

As part of the campaign, Park was featured in editorial and social content sharing more on her kitchen redesign, favorite products and style preferences with CAFÉ. For more information about CAFÉ and available products, visit cafeappliances.com or follow @cafeappliances on Instagram, TikTok, Pinterest, or YouTube.

About CAFÉ™

As a leader in design choice and performance, CAFÉ™ offers a full suite of distinct kitchen appliances with elements inspired by the latest fashion trends. Offering customizable appliances at a mass premium price point, CAFÉ fuels self-expression by empowering its owners to reflect their own style and personality through its line of major and small kitchen appliances. For the latest products, visit www.cafeappliances.com or follow @cafeappliances on Instagram, TikTok, Pinterest, or YouTube.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.