



Monogram Continues Its Partnership with Gwyneth Paltrow

LOUISVILLE, KY – January 31, 2023 – Monogram – the luxury appliance brand synonymous with impeccable craftsmanship and sophisticated design – is entering the second year of its partnership with award-winning actor and global entrepreneur Gwyneth Paltrow. The lifestyle and wellness guru and founder of Goop has chosen the Monogram line for use in her own homes and will integrate Monogram appliances into her culinary approach, which is rooted in simple recipes and mindfully sourced, quality ingredients.

In collaboration with her architect and designer and with expertise from Monogram's design experts, Paltrow outfitted her Los Angeles and Santa Barbara homes with luxury appliances from Monogram. In her second year as a Monogram spokesperson and ambassador, Paltrow will also represent the brand through brand activations and featured content on social channels. The collaboration includes [Paltrow's own recipe content series, along with wellness and lifestyle tips, created in her new kitchens.](#)

"The focal point of our household is always the kitchen. It's where I cook weekend brunches for our extended, modern family and where we catch up with our kids after a long day," said Paltrow. "With Monogram, we found a kitchen that's both a workhorse and beautiful. It fits seamlessly into the aesthetic of our home."

"Gwyneth personifies the Monogram brand with her sophisticated taste in design that's paired with a practical perspective of luxury integrated into everyday life," said Julie Burns, executive director, Monogram. "Wellness isn't just a staple in the food we create and eat in our kitchens, it's become a central theme in design as we spend more time at home. Monogram is excited to have more inspiration and collaboration from Gwyneth as we continue on our wellness journey for our consumers."

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About Monogram

For more than 30 years, the Monogram luxury appliance brand has been synonymous with impeccable craftsmanship and sophisticated design. Through artisan-inspired quality control and a relentless commitment to innovation, Monogram offers unique kitchen solutions to discerning consumers. For more information about the Monogram brand and available products, visit [Monogram.com](https://www.monogram.com) and

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