



CAFÉ™ Showcases Color Maximalist Interior Designer Isabel Ladd

Ladd Embodies Self-Expression and Personal Style as the Brand's Designer Ambassador

LOUISVILLE, Ky., Feb. 27, 2024 – This week at the 2024 Kitchen and Bath Industry Show (KBIS), [CAFÉ™ announced a partnership with Isabel Ladd](#), a self-proclaimed maximalist designer. As part of her role as a CAFÉ Designer Ambassador, Ladd designed one of the kitchens in the CAFÉ booth, “Daring Drama”, to reflect her own personal style of meticulously layered patterns and colors.

“Daring Drama” features stunning matte black CAFÉ appliances outfitted with brushed copper hardware. Deep hues of emerald and magenta ground the look against pops of yellow and earth-inspired patterns. The kitchen is brought to life with paint from Benjamin Moore, and Harlequin fabrics and wallpapers from the Sanderson Design Group.

“The kitchen is central to our home's energy, bringing us together to fill the space with our stories after a long day,” said Ladd. “My kitchen is such a reflection of everything that brings me joy. I passionately believe that your home should reflect who you are, and what inspires me most about CAFÉ is that it absolutely lends to that self-expression. CAFÉ appliances bring forward that freedom to create a highly personalized and joy-filled space that goes beyond the expectations of a traditional kitchen.”

Beyond her KBIS design, Ladd recently outfitted her personal kitchen with bold, personalized appliances from CAFÉ. To ensure her sophisticated and dramatic aesthetic was reflected, Ladd chose customizations like matte black finishes and brushed brass hardware for her appliances, a bold marigold color on the cabinetry and selected the eye-catching [CAFÉ Capsule Collection Emerald Green Dual Fuel Commercial Style Range](#) as her statement piece.

“Isabel personifies the essence of CAFÉ with her vibrant taste in design that brings a fun, unique energy into a space,” said Erica Bovard, senior brand director for CAFÉ. “Her creations emulate what's possible when you dare to bring your unique sense of style into the kitchen. We are thrilled to announce our partnership with Isabel to further inspire those looking to curate a spectacular kitchen that brings their personal aesthetic to life.”

As part of her partnership, Ladd kicked off the first installment of the brand's “Meet the Designer” series on CAFÉ social media channels and website earlier this month.

Visit the CAFÉ KBIS booth #W2317 or schedule a booth tour by emailing geappliances@allisonworldwide.com. 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.