



CAFÉ™ Brings Maximalism, Makeup and More to KBIS 2024
Customizable, Curated Kitchens Reflect Personality on the Show Floor

LOUISVILLE, Ky., Feb. 27, 2024 – Drawing inspiration from art, beauty, culture, fashion and interior design, CAFÉ™ will create an immersive experience at KBIS 2024.

This week at the show, attendees will be treated to an experience reminiscent of shopping in a high-end department store complete with new product displays, a beauty bar, notable brand collaborations and inspirational environments showcasing the trends driving kitchen design for the coming year with an emphasis on color, customization and personal style.

The dopamine-infused spaces are designed to encourage self-expression and introduce designers to the finishes and hardware offerings as CAFÉ signatures, bringing an attainable level of customization to kitchen appliances often only found in more high-end luxury appliances.

At the show, CAFÉ is announcing a [partnership](#) with interior “maximalist” designer Isabel Ladd. Ladd thrives in homes saturated in a kaleidoscope of meticulously layered patterns and colors. Her unique style, dubbed “Curated Maximalism” is an intelligent yet intuitive layering of colorful elements that combine and build upon another, making her the perfect design partner for CAFÉ. Ladd’s creations showcase what’s possible when you dare to bring your unique sense of style into the kitchen.

Ladd and CAFÉ Creative Director T.K. Wismer bring fashion trends to life in two distinct, runway-worthy kitchen displays that disrupt the expectations of a traditional kitchen to inspire self-expression and personal style throughout all areas of your home:

- **Vibrant Vibes:** Contrasting bright greens and blues highlight the matte white appliances in this kitchen design. Brushed brass hardware adds a shimmer that pops against playful patterns, while geometric details add a structured flair.
- **Daring Drama:** Created in partnership with Isabel Ladd, this kitchen design emulates her own vibrant style with 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.

“CAFÉ is a brand that lends itself to self-expression in the kitchen,” said T.K. Wismer, CAFÉ creative director. “This year our KBIS display truly showcases how much fun and creativity you can have with your space – how CAFÉ makes it possible to not only imagine a home that’s truly your own in every element of design, but also ways to bring it to life without apology.”

Showcased in the CAFÉ booth this year are some of CAFÉ’s latest design-forward innovations, including the **CAFÉ Smart Quad-Door Refrigerator in Platinum Glass with Dual-Dispense AutoFill Pitcher**, which brings the refrigerator to the forefront of your kitchen with its sleek platinum glass finish; and the all new **CAFÉ CustomFit Stainless Steel Interior Smart Dishwasher with Ultra Wash & Dual Convection Ultra Dry**, a Best of KBIS finalist and the brand’s newest dishwasher providing an optimal wash and customization at every level, from its interior configuration to the finishes and hardware.

CAFÉ is also collaborating with legacy cosmetics brand CoverGirl to host a glam station at the show where attendees can “refresh their look” with a mini makeup refresh, with looks inspired by CAFÉ’s metallic hardware. Following their makeup refresh, attendees will have the opportunity to have their aura photo taken to capture their unique aura color and learn what it says about their personality as a brand that celebrates individual style, courtesy of [The Aura Journey](#).

Visit the CAFE KBIS booth #W2317 or schedule a booth tour by emailing geappliances@allisonworldwide.com. For more information about CAFÉ and available products, visit www.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.