



The Perfect Pairing: The Monogram GX

Monogram Partners with Lexus to Build Bespoke Culinary Experience on Wheels, Now on Display at KBIS 2025

PLANO, TX., February 25, 2025 – To celebrate the recent debut of the all-new 2024 Lexus GX, Lexus has partnered with luxury appliance brand [Monogram™](#) to design a bespoke concept vehicle for culinary, wine, and spirits aficionados: the Monogram GX. The vehicle, which made its official debut in June 2024, will be featured in the Monogram booth at the 2025 Kitchen and Bath Industry Show (KBIS) from February 25 to 27. The Monogram GX is on display as the pinnacle of the “Monogram Beyond” booth theme, celebrating the elevation of appliances to new and unexpected spaces.

“Our all-new Lexus GX was designed to highlight the unique duality of luxury and off-roading capability, enabling our guests to create amazing experiences on the road,” said Cynthia Tenhouse, vice president, Lexus marketing. “Together with Monogram, Lexus is taking the GX experience to a new level, where road adventures meet culinary experiences.”

Inspired by the [Monogram Designer Collection](#), Lexus and Monogram consulted with the luxury appliance brand’s creative director and celebrated interior designer, Richard T. Anuszkiewicz, to bring this concept vehicle to life. Alongside the industrial design team at Monogram, Richard looked through an elevated lens to further heighten the vehicle’s refined style and proportions. Showcasing a story on materiality and entertainment, the Monogram GX features two-toned camel leather custom patterned interior, an emphasis on brass and titanium metal, Dekton slate stone accents, custom rims, and exterior detailing. The brands tapped the elite team at Complete Customs to build and engineer this one-of-a-kind showpiece.

“This unique pairing of unexpected luxury cooking while away from home is created with signature pieces from Monogram that elevate the everyday,” said Monogram Executive Director Julie Burns. “The Monogram GX puts an entirely new spin on the road trip experience with a crafted, culinary journey.”

Specialty features of the Monogram GX include:

- **Monogram 30” Smart Flush Hearth Oven:** the electric hearth oven was handcrafted to capture the performance of a wood-fired brick oven to prepare pizza, soft artisanal bread, or fresh-caught roasted branzino.
- **Monogram Forge Heated Ice Press:** the first and only heated ice press in the U.S.; entertain to the nines with this showstopping piece, that creates a sphere to chill bourbon or spirits.
- **Exterior Wine and Bourbon Storage:** with pressure fitted cutouts on the exterior side panels, individuals can store bottles of wine, bourbon, a bottle opener, and glasses for quick retrieval of drinking essentials.
- **Chilling compartments:** a rear cold drawer and an additional cold console compartment in the back seat offer flexible chilling for your ingredients.
- **Plating Station:** additional hearth-oven must-haves, cutlery and trash bin are positioned within the trunk.

- **Wine and Spirits Bar:** the bar comes complete with a bar kit, glassware, bitters, and folding cutting board.

For all photos, go [here](#). To learn more about the Lexus GX, visit www.lexus.com/gx and the [Lexus Newsroom](#). To learn more about Monogram, visit www.monogram.com.

The vehicle shown is a special project vehicle modified with non-Lexus parts that may void warranty, negatively impact safety, and not be street legal.

To experience Monogram Beyond and the Monogram GX at KBIS 2025, visit the Monogram booth located in West Hall (#W2409). To book a media tour, please visit the link [here](#). For all other questions about Monogram at KBIS, email: monogram@sharpthink.com.

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About Lexus

Lexus' passion for brave design, imaginative technology, and exhilarating performance enables the luxury lifestyle brand to create amazing experiences for its customers. Lexus began its journey in 1989 with two luxury sedans and a commitment to pursue perfection. Since then, Lexus has developed its lineup to meet the needs of global luxury customers in more than 90 countries. In the United States, Lexus vehicles are sold through 244 dealers offering a full lineup of luxury vehicles. With eight models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers nine F SPORT models, one F performance model and one F model. Lexus is committed to being a visionary brand that anticipates the future for luxury customers.

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About Monogram™

For more than 30 years, Monogram™ Luxury Appliances has been synonymous with impeccable craftsmanship, elegance and prestige. At the intersection of thoughtful design and outstanding performance, Monogram inspires its owners to elevate their homes, culinary prowess and focus on wellness through its line of major and small kitchen appliances. For the latest products, visit www.monogram.com and follow @MonogramAppliances on Instagram, TikTok, Pinterest or YouTube to experience the #MarkofLuxury.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company¹ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are

deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#)

1 OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units