



Monogram™ Elevates Modern Living at KBIS with Novel Integrations of Luxury Appliances Throughout the Home

LOUISVILLE, Ky., Feb. 25, 2025 – Monogram™ is redefining luxury living with sophisticated integrations of appliances in every room. By introducing high-performance appliances to spaces beyond the kitchen, Monogram encourages homeowners to elevate the entire home with fresh takes on thoughtful, tailor-made designs. To showcase the next era of luxury living, Monogram invites consumers to Monogram Beyond – an immersive experience that pushes the boundaries of modern design for the whole home from the bathroom to the kitchen to the veranda, found exclusively at the 2025 Kitchen & Bath Industry Show (KBIS) West Hall (#W2409) from February 25 to 27.

The Booth Experience:

- **The Open Kitchen:** Guests are welcomed into the spacious kitchen designed with earthy greens, luxe marbles, and a stunning skylight for an uplifted atmosphere that floods the room with natural light. Artistic tilework, a beautiful wallpaper mural that depicts a tree canopy, and custom oak cabinetry frame the [Monogram 30" Panel-Ready Integrated Glass-Door Refrigerator](#), [Monogram 30" Hearth Oven](#), and [Monogram 48" Dual-Fuel Professional Range](#), blending traditional elements with refreshed texture.
- **The Reimagined Luxury Bathroom:** The blush-inspired bathroom invites guests to enjoy reimagined luxury living. With a [Monogram 24" Double-Drawer Refrigerator](#) to house everything from skincare serums to sparkling water, this elevated bathroom encapsulates Monogram Beyond and how consumers can expect more from their appliances. Fluid shapes, arched ceilings, and custom artwork further enhance the room to create a serene retreat.
- **The Library-Inspired Wine Room:** A stunning blend of library and jewelry box-inspired elements submerge the wine room in fully upholstered panels for a tactile look and feel. Dramatic, classical themes and traditional styling envelop a beautiful bar pop-up experience featuring the [Monogram 24" Panel-Ready Wine Column](#), [NEW Monogram 24" Undercounter Wine Reserve](#), and [NEW Monogram 24" Undercounter Beverage Center](#).
- **The Indoor/Outdoor Veranda:** Evoking a sense of timeless luxury with a deep color palette and intricate latticework, the indoor/outdoor veranda takes luxury to a new level. The indoors showcase the stunning [Monogram Designer Collection in Titanium](#) and [Monogram 36" Induction Professional Range](#). Flowing into the outdoor section, guests are taken on a crafted, culinary journey with the [Monogram GX](#) on full display. The bespoke, concept vehicle designed in partnership with Lexus features the Monogram 30" Smart Flush Hearth Oven and Monogram Forge Heated Ice Press, among other specialty features built into the car. Taking road trips to the next level, it demonstrates how the brand is elevating luxury living by imagining a culinary experience on wheels.

"Monogram Beyond captures the essence of sophisticated design by reimagining how homeowners interact with appliances and the spaces around them," said Monogram Creative Director Richard T. Anuskiewicz. "Our goal with this booth experience is to curate a plethora of unexpected use cases for

appliances that not only add versatility and visual interest to any room but deliver the opulence of true luxury living.”

During the show, Monogram Executive Director Julie Burns and neuro-architect [Richard Fleming](#) join Anuskiewicz to co-host onsite discussions regarding the importance of design in shaping our lived experiences. By delving into the connection between architecture and the brain as it relates to mood, cognitive function, and overall well-being, Monogram aims to reinforce the impact of enhanced home design and appliance integration as seen with Monogram Beyond.

“Monogram Beyond inspires homeowners to consider a new approach to comfort and ease as they elevate their homes,” said Monogram Executive Director Julie Burns. “The impeccable craftsmanship and outstanding performance of Monogram products allow consumers to add sophisticated convenience and elegance to any room.”

To experience Monogram Beyond at KBIS 2025, visit the Monogram booth 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.

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