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FOR IMMEDIATE RELEASE:

### **JENN-AIR HEADS WEST FOR THE WESTEDGE DESIGN FAIR**

BENTON HARBOR, Mich. (October 13, 2014) -- Capping off its biggest year of product introductions, luxury appliance brand Jenn-Air will head to Santa Monica next week to participate in the WestEdge Design Fair as a major exhibitor and sponsor. Showcasing the best in modern design, this four-day event takes place October 16-19 at The Barker Hangar. In addition to hosting seminars with design leaders in the Jenn-Air Master Class Studio, the brand will share its latest innovations for the kitchen with an expansive display on the show floor.

““We’re always excited to share our collection with an audience that appreciates contemporary design,” notes Juliet Johnson, brand experience manager for Jenn-Air. “But given our brand’s fast growing profile in this part of the country and the opportunity to engage so many members of the west coast design community, we see this event as a particularly important showcase for Jenn-Air.”

Jenn-Air appliances to be highlighted at the show include refrigerators with an elegant and dramatic black interior, called Obsidian; sleek, high performance ventilation systems; a built-in combination steam and convection oven; and a built-in coffee maker that allows coffee lovers to easily make Barista quality coffee at home.

To show off the stunning Obsidian interior of its latest built-in refrigerators, Jenn-Air has enlisted renowned designers Oliver Furth and Melinda Ritz to use the unique black refrigerator interiors as a canvas for creative propping. Their vision will be on display in the brand’s booth throughout the show. Furth, a fixture in the local design community, is a native Los-Angelino and fourth generation Californian with his own design firm in Los Angeles. Ritz is one of the most sought after decorators in her field and was previously the set decorator for the Emmy Award winning series “Will & Grace.”

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In addition to debuting several of its 50 newest products in its exhibit space (booth #411), the brand is hosting the Jenn-Air Master Class Studio, featuring seminars on a variety of topics with design leaders throughout each day of the fair. On Thursday, October 16 from 4:30-5:30 p.m., Architectural Digest's West Coast Editor Mayer Rus will moderate "The Consummate Kitchen" with panelists Steve Brown, General Manager for Jenn-Air along with designers Oliver Furth and Melinda Ritz. Please check here for the complete schedule of seminars throughout the event: [Jenn-Air Master Class Studio Schedule](#).

Jenn-Air also has partnered with *Architectural Digest* to create a "Best of Show" video series hosted by designer Oliver Furth that will highlight some of his favorite picks from the show. In addition, the brand and magazine are presenting a special "Designed to Inspire Sweepstakes," offering registered attendees the chance to win a complete suite of Jenn-Air appliances and a collection of books from a select group of the world's preeminent architects and designers, known as the AD100. Those not registering for the show can also enter to win on Architectural Digest's Facebook page, AD360:

[https://www.facebook.com/archdigest360/app\\_476336052483043](https://www.facebook.com/archdigest360/app_476336052483043)

Highlights of the show and Jenn-Air brand's participation will be posted throughout the weekend at [facebook.com/jennair](https://www.facebook.com/jennair) and [twitter.com/jennairusa](https://twitter.com/jennairusa). For additional show details visit

<http://westedgedesignfair.com/>

### About Jenn-Air:

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air brand has consistently grown its reputation as a technology and design innovator. Over the next three years, Jenn-Air will continue to expand its offerings with the launch of an unprecedented 150 new products. Its selection of style options includes two distinct stainless steel collections and a cutting-edge Floating Glass finish in black or white. From downdraft cooktops, wall ovens and professional style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine cellars, Jenn-Air brand offers a complete line of major kitchen appliances. To learn more about the Jenn-Air® appliance collection, or speak with a member of the concierge team, please visit [jennair.com](http://jennair.com), [twitter.com/jennairusa](https://twitter.com/jennairusa) or [facebook.com/jennair](https://www.facebook.com/jennair).

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