AEG

FOUNDED IN BERLIN GERMANY 1887

HOW TO DESIGN A MODERN HIGH-END KITCHEN

PREMIUMISATION & KITCHEN DESIGN

Consumers are upgrading their kitchens so that they feel good, look good and make their lives easier.

Premiumisation is the key to the modern kitchen experience—consumers are pushing towards higher-end, higher-quality and more unique items and brands with similar values as their own.

WHAT IS IMPORTANT TO TODAY'S KITCHEN USERS?

Consumers are willing to pay more for:

- **Higher quality**
- **Higher safety standards**
- **Superior function or performance**
- **Sustainability**
- **Uniqueness**
- **A track record of social responsibility**

Source: NielsenIQ, Global Premiumization Study

ELEMENTS OF A HIGH-END KITCHEN

DECIDING ON THE BEST HIGH-END APPLIANCE BRAND

High-end appliance brands go above and beyond the standard by providing a variety of distinctive features that are both functional and aesthetically pleasing. But which one is right for your next project?

NOT JUST ABOUT PRICE!

1. **How the product is designed**
2. **How the product is made**
3. **What materials are used**
4. **Style and visual appeal**
5. **Brand history, provenance and values**

WHY AEG IS THE ULTIMATE IN HIGH-END KITCHEN DESIGN

History

The classic German brand AEG is today one of the most important within the Electrolux Group. The company's innovative spirit can be traced back to our birthplace, Berlin, a dynamic city full of different cultures, dreams and ideas not to mention its architecture, creativity, and the sophisticated cool and edginess of its people.

Aesthetics

The AEG Matte Black Collection, for example, brings a new aesthetic to an increasingly sophisticated kitchen space. As the official food partner to Vintec, you can pair AEG appliances with a Vintec Wine Cabinet to take your space to a new level of luxury.

Innovation

Since its inception, AEG has been driven by a passion for intelligent design to develop exceptional cooking, dishwashing and laundry appliances with class-leading performance and future forward technology.

Experience

Like a dedicated appliance concierge, the AEG First Klasse Care Team is ready to ensure your experience with AEG is nothing short of exceptional and can help you with delivery enquiries, installation details, product features, service updates and even product dimensions.

DESIGNING THE MODERN HIGH-END KITCHEN

Habits of Premiumisation, Quality and Expertise

Download the Whitepaper

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