

DEFINING "LUXURY" IN MODERN KITCHEN DESIGN

At its core, luxury is centred around the idea of exclusivity—the idea that only a very limited number of people will be able to experience what a product, service or brand has to offer. While this feeling is typically evoked through a perception of quality, comfort and elegance, the term "luxury" is evolving to reflect the preferences of today's conscious consumer.

FIVE TRENDS DEFINING MODERN LUXURY KITCHENS

- 1 Sustainability
- 2 "Quiet" luxury
- 3 Wellness

- 4 Experience over functionality
- 5 Heritage

SUSTAINABILITY IS THE NEW LUXURY

One in four consumers is prepared to pay more for brands that are committed to environmentally sustainable and ethical business practices.¹



In recent years, we have seen luxury brands expand their sustainability agenda to include:



natural and renewable materials



eco-friendly packaging



ethical labour practices

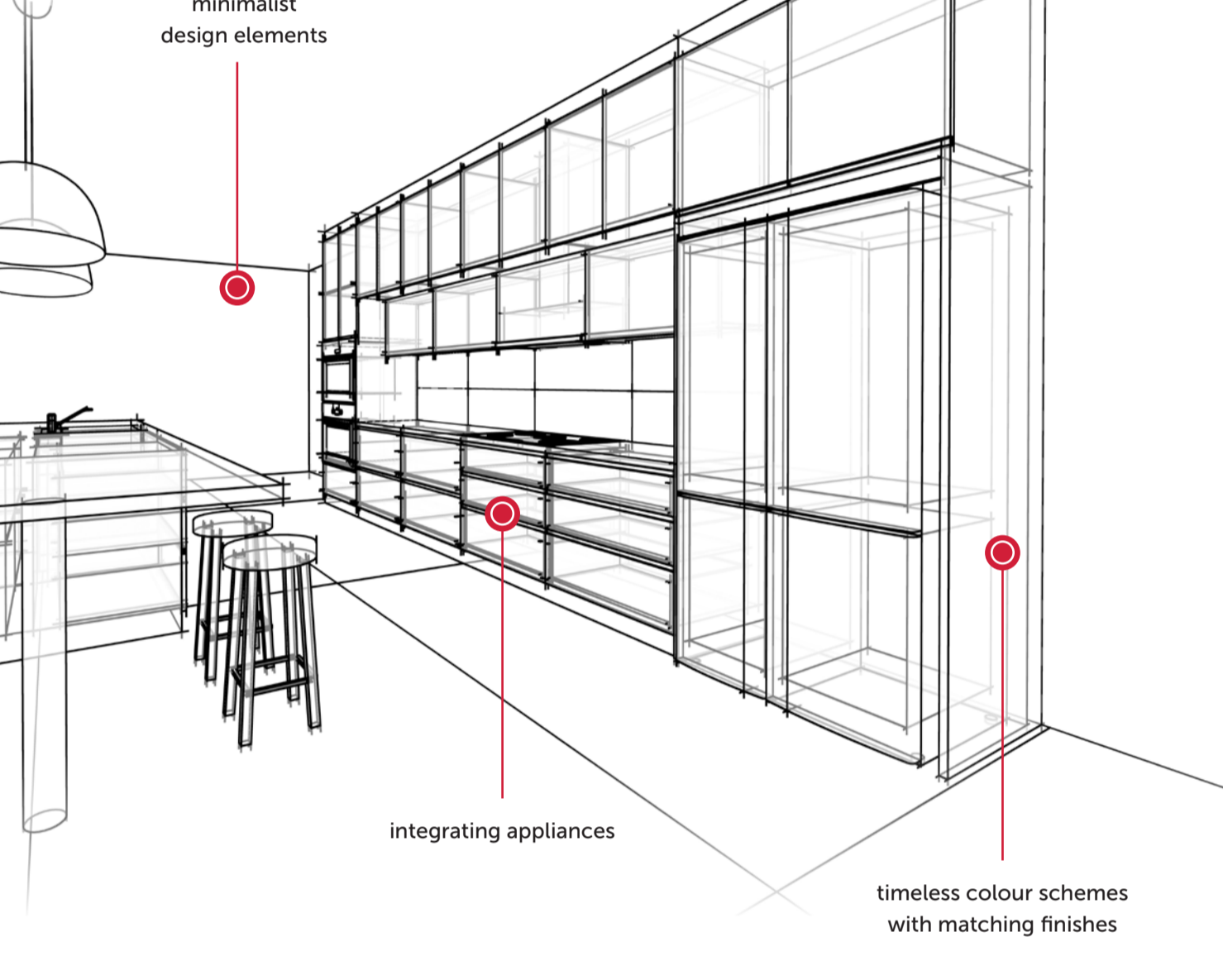


longer product lifespans

"QUIET" LUXURY REACHES THE KITCHEN

63% of luxury consumers report that understated luxury pieces are more desirable than visible luxury items.²

Homeowners are seeking to create a personalised, sophisticated and refined ambiance in the kitchen through:



INCORPORATING WELLNESS INTO DESIGN



50% of survey respondents across age groups say that healthy eating is a top priority.³



Steam ovens retain food moisture and nutrients. Billed as a gentler and healthier cooking method, multi-functional ovens (combined steam, grill and convection) are enjoying an uptick in popularity.

EXPERIENCE OVER FUNCTIONALITY

The global smart kitchen market is projected to reach US\$43 billion by 2027.⁴

Smart kitchen technology can make regular tasks easy, allowing users to, for example, directly control the temperatures and cooking times for their oven or view the contents of their fridge remotely.



POWER OF HISTORY AND HERITAGE

In the high-end appliance sector, AEG is an example of a brand that sets itself apart with a rich heritage of innovation and a unique design philosophy. Founded in Berlin, Germany in 1887, AEG appointed Professor Peter Behrens as an artistic consultant. Professor Behrens is considered the father of industrial design and an influencer of the Bauhaus design movement.

"Design is not about decorating functional forms—it is about creating forms that accord with the character of the object and that show new technologies to advantage" PETER BEHRENS

TRACK RECORD OF INNOVATION

- 1958. AEG launches world's first fully automated laundry machine, the AEG Lavamat.
- 1976. AEG unveils world's first fully electronic oven.
- 1993. AEG produces world's first CFC-free refrigerators and freezers.
- 2015. AEG launches the first domestic sous-vide drawer in Australia.



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3. Grimmelt, Anne, Jessica Moulton, Chirag Pandya and Nadya Snezhkova. "Hungry and confused: The winding road to conscious eating." McKinsey. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/hungry-and-confused-the-winding-road-to-conscious-eating>.

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