



## **LG ELECTRONICS DEBUTS BLACK STAINLESS STEEL SERIES IN NATE BERKUS-INSPIRED LG STUDIO APPLIANCES**

*Sleek Finish Elevates Versatility, Sophistication of Premium Line of Kitchen Appliances Including Refrigerator with New InstaView Technology*

**ENGLEWOOD CLIFFS, N.J., Oct. 25, 2016** – LG Electronics USA today announced the addition of the “Black Stainless Steel” series to LG STUDIO appliances, the company’s high-end line of kitchen appliances inspired by renowned interior designer and LG STUDIO Artistic Advisor Nate Berkus.

At the forefront of the new Black Stainless Steel series of LG STUDIO appliances is a cutting-edge refrigerator model featuring LG’s pioneering InstaView™ technology, which incorporates a sleek glass front panel that illuminates with two quick knocks to allow users to look inside without opening the door, saving time and energy.

Launching now in retail stores nationwide, the new LG STUDIO appliances in Black Stainless Steel include a built-in side-by-side refrigerator, three-door counter-depth refrigerator, double- and single-wall ovens, gas and electric ranges, steam dishwasher and microwave oven. The new additions to LG STUDIO appliances boast a pro-style, sophisticated design, which is refined further by the addition of this highly anticipated, beautiful finish. Berkus has been working closely with LG’s design team to help create LG STUDIO appliances that blend best-in-class innovation with sleek, sophisticated design. Berkus’ influence is seen in premium design details inside and out, including flat-door design, sleek glass control panels, robust metal knobs, beautiful and functional LED task lighting and sleek wave handles.

“I’ve always believed that a kitchen should feel timeless, using classic materials and design elements that will look good today – and in ten years’ time,” said Berkus. “I love the elegant black stainless steel finish that we incorporated into the latest LG STUDIO appliances. It’s both sophisticated and handsome, and it will up the ante in any kitchen. It’s the perfect addition to this year’s line of LG STUDIO appliances.”



### **Sophisticated and Smudge-Resistant Finish Complements Any High-End Kitchen**

Deep yet brilliantly appealing, LG's Black Stainless Steel finish brings an undeniable luster to the kitchen and is an exciting advancement in the evolution of traditional stainless steel, which has become a mainstay in tens of millions of American homes. It elevates the traditional stainless steel look with a satin-smooth, warm and sophisticated finish unlike any other for a both modern and timeless aesthetic that pairs beautifully with any high-end kitchen design. It is also coated with a special material making it fingerprint- and smudge-resistant, requiring only a dry cloth to return it to its original luster.

### **InstaView Technology Provides Unparalleled Convenience**

Along with the sophisticated new finish, LG STUDIO appliances now also incorporate InstaView technology. Featured on the new Black Stainless Steel three-door counter-depth refrigerator, InstaView represents the next generation of LG's award winning Door-in-Door® refrigerator technology, allowing users to view inside the door panel without actually opening the door. The refrigerator door features a mirrored glass panel that illuminates with two quick knocks, allowing users to view the contents inside. Additionally, LG's Door-in-Door technology allows users to access frequently-used items without having to open the entire refrigerator. The refrigerator's ColdSaver™ Panel, which is a barrier between the interior compartment and the rest of the refrigerator, keeps food fresh and helps reduce cold air loss, contributing to the energy efficiency of this ENERGY STAR® certified refrigerator. This LG STUDIO refrigerator is the first flat-panel counter-depth Black Stainless Steel model with the InstaView technology.

“LG offers appliances that deliver the highest level of form and function,” said David VanderWaal, vice president of marketing, LG Electronics USA. “LG STUDIO appliances represent cutting-edge innovations paired with expert styling inspired by Nate Berkus himself. By bringing the Black Stainless Steel finish – also featured in LG's core appliance line – to our premium line of LG STUDIO appliances, we're offering even more options to today's design and performance-focused consumers to help them create their dream kitchens.”



LG STUDIO appliances include built-in and freestanding refrigerators, slide-in ranges, built-in wall ovens, cooktops, dishwashers and microwave ovens. With the launch of the sophisticated new Black Stainless Steel finish, InstaView and other features, LG STUDIO appliances adds eight new models:

- [LG STUDIO Black Stainless Steel Counter Depth InstaView™ Door-in-Door® Refrigerator \(model LSFXC2496D\)](#): \$4,399
- [LG STUDIO Ultra-Large Capacity Side-by-Side Refrigerator \(model LSSB2696BD\)](#): \$9,499
- [LG STUDIO Black Stainless Steel Electric Slide-In Range with Warming Drawer \(model LSSE3029BD\)](#): \$2,999
- [LG STUDIO Black Stainless Steel Gas Slide-In Range with Warming Drawer \(model LSSG3019BD\)](#): \$3,199
- [LG STUDIO Black Stainless Steel Built-In Double Wall Oven \(model LSWD309BD\)](#): \$3,799
- [LG STUDIO Black Stainless Steel Built-In Single Wall Oven \(model LSWS309BD\)](#): \$2,599
- [LG STUDIO Black Stainless Steel Over-the-Range Convection Microwave Oven \(model LSMC3089BD\)](#): \$799
- [LG STUDIO Black Stainless Steel Top Control Dishwasher \(model LSDF9969BD\)](#): \$1,299

For more information on LG STUDIO appliances, including the new Black Stainless Steel finish, visit [LGSTUDIO.com](http://LGSTUDIO.com).

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#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

#### **About Nate Berkus**

Since designer Nate Berkus established his award-winning interior design firm at the age of 24, his approachable and elevated philosophy has transformed countless homes around the world through his design work, home collections, books, television shows and media appearances. Ever since Berkus' first appearance on The Oprah Winfrey Show in 2002, he has become one of the world's most recognizable interior designers. His work has been featured in publications including Architectural Digest, House Beautiful, VOGUE, InStyle, O Magazine, People and ELLE DÉCOR, which included him on their "A-List" of the world's top designers. His popular product lines



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include a home collection sold at Target, a fabric line at JoAnn Fabric & Craft Stores. He is also Artistic Advisor for the LG Studio line of appliances. He has authored two New York Times bestselling books, and in 2011, he served as Executive Producer of the Oscar winning film, *The Help*. Audiences followed Berkus through his own television shows, the daily-syndicated *The Nate Berkus Show* and 2014's *American Dream Builders* (NBC). Nate's new show, *Married to Design* on TLC, will air in Spring 2017. To learn more about Nate Berkus, please visit [www.nateberkus.com](http://www.nateberkus.com).

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