

KITCHENAID

Wigmore Street, London

Design: Cosimo Sesti with Maestria
Opening date: September 2016
Store size: 280 sq m

Kitchen appliance brand KitchenAid has opened its first ever standalone Experience Store on London's Wigmore Street, which is famed for its expansive kitchen, bathroom and homeware showrooms. Designed by Cosimo Sesti with Maestria, the store is stylishly arranged over two floors and aims to offer an immersive customer experience that showcases the complete product range, from griddle pans and cookware to stand mixers, hoods, hobs, dishwashers and professional standard multifunction ovens.

The interior design is said to be based on the three brand pillars of KitchenAid,

namely, iconic design, professional performance and artisan quality.

The 280 sq m space incorporates a fully functioning demonstration kitchen as well as a cookery school, which were planned at street level to entice passers-by into the store and to engage customers as they browse. The basement level, meanwhile, is used as an exhibition space to showcase the brand's complete product range, including its popular collection of small domestic appliances as well as its new major domestic appliances.

The Experience Store is a venue which >



KitchenAid



we aim to be a physical hub for people to share and discover inspiration about food,' says a spokesperson for KitchenAid. 'Events featuring the ambassadors will take place in the venue, but we also expect it to be used more widely and to become a living space where ideas can be actively shared by a wide range of people.'

Customers can order products in-store for home delivery, with certain smaller items available to purchase and take away immediately.

By bringing together the full range of KitchenAid small and large electrical appliances, along with a range of professional bakeware and accessories, the London Experience Store is certain to become the ultimate destination for KitchenAid aficionados worldwide. **RF**