

COLOUR BY NUMBERS

The number of homeowners opting for coloured large appliances is on the rise – we find out why

Words Danielle Lett



Adding a splash of colour to the kitchen is no new trend for Britons – with homeowners commonly utilising small coloured appliances such as toasters and kettles, and even kitchen tiles in a range of shades to give their home a personal touch. “Colour can bring a kitchen’s character to life and be a unique way of bringing personality into a room,” says Hoover Candy UK’s freestanding appliances business director, Steve Macdonald.

However, homeowners are taking it that one step further, and purchasing coloured large domestic appliances to give their kitchen that sought-after pop of colour. But what’s the appeal? Lucy Dunstan, Smeg UK’s product manager, says: “These appliances are extremely popular, as they offer a great versatility when it comes to design, allowing homeowners to get creative with colour combinations or add a statement to their kitchen.” Director of sales and marketing at AGA Rangemaster Iskender Diker agrees, adding: “A brushed stainless steel range cooker will always be popular in a modern kitchen, but we continue to see consumers incorporating appliances in coloured finishes as a way to create individuality.”

And the numbers speak for themselves – MTW Research’s Kitchen Market Report 2019 found that large kitchen appliance sales were set to top £2.8bn in 2019, with freestanding appliances accounting for around 70% of these sales. Mark Waddy, director at MTW Research, adds: “In 2019, MTW estimated that around 7% of kitchen appliance sales were coloured (other than white, black and stainless steel), with this share slightly higher at 11% in the refrigeration sector.”

But why is the share for coloured refrigeration higher than other coloured large kitchen appliances? Valerie Posner, BSH Home Appliances Ltd’s cooling category manager suggests it could be down to the dominance and stature of the fridge freezer within the kitchen. “Customers who choose a freestanding fridge freezer care very much about its design – it’s a large appliance that often dominates the kitchen, so they want it to look good alongside the furniture and other appliances.”

Similarly, range cookers arguably also share this, due to their size and how frequently they’re used. “A range cooker occupies pride of place at the heart of a kitchen, so style is just as important as substance to consumers,” adds Maurizio Severgnini, managing director for Bertazzoni UK

and Eire. “Having a striking appliance can provide a viable alternative to statement worktops or cabinetry and enable consumers to cook as beautifully as their product looks.”

So where did this desire for colour in the kitchen begin? It goes back to the mid-20th century, according to Waddy. “The 1950s to 1970s saw rapid growth in the number of coloured kitchen appliances available in the market, with yellows, greens and blues of the 1950s giving way to ‘coppertone’ and turquoises of the 1960s,” he explains. Following on from that, the 1970s and 1980s saw cream, avocado and grey appliances growing in popularity, with whites and stainless steel emerging as the favourites in the late 1980s and early 1990s, and black later seeing popularity in the 2000s.

While choice of colour might be the priority at the top of many homeowner lists, style and shape are just as important to consider before making a purchase, and the resurgence of colour in the kitchen goes hand in hand with

retro-style appliances that utilise aesthetics such as curved edges. Franke’s communication manager Jeanette Ward says: “Retro kitchen design is enjoying a comeback and can be a great way to create a more playful look in contrast to the sleek and streamlined aesthetic that has dominated.” Ward goes on to say that appliances in candy hues and soft pastels are “an easy way to add a touch of modern retro chic to the kitchen, without having to invest in retro cabinets”.

“Colour can bring a kitchen’s character to life and be a unique way of bringing personality into a room”

Steve Macdonald, freestanding appliances business director, Hoover Candy UK

Standout appliances such as these not only offer great opportunities for homeowners, but also for retailers and stockists. “Retro designs have grown in popularity and can offer unique charm. They are bright and bold, standing out in the showroom against the array of white models on the market,” adds Steve Macdonald.

With many manufacturers over the years utilising bold and bright designs, with brands such as Smeg and KitchenAid putting their stamp on the kitchen appliance market, does the future remain bright for large coloured appliances in 2020 and beyond?

MTW forecasts that by 2023, coloured appliance sales will be worth £250m, “with pastel shaded refrigerators accounting for the largest share of the market” says Mark Waddy. “Pastel-coloured cooking and laundry appliances are also set to continue to strengthen sales in the next few years, as homeowners seek to add personality to their kitchens while maintaining a timeless design,” he concludes. ■

RETRO DOUBLE RED DOORS

Hoover
Tel: 03330 062 975
www.hoover.co.uk

Hoover’s retro double door HVRDS 6I72RKH is a red fridge freezer with a stylishly designed rounded door and external metal handle, complementing any kitchen setting. With an A+ energy-efficiency rating and a noise-level rating of 42dB, it has a total capacity of 304 litres – 241 litres in the fridge and 63 litres in the freezer. Internally, the fridge features three adjustable shelves, four door shelves, a salad crisper, chrome wine rack and sky LED light

MTW’s Kitchen Products Market Report 2019 is now available from www.marketresearchreports.co.uk or by calling 08456 524 324



ESPRIT INDUCTION RANGE COOKER

Rangemaster
 Tel: 01159 464 000 www.rangemaster.co.uk
 The Esprit 110cm-wide range cooker is available as dual fuel or induction, and comes in Cream, Black, Stainless Steel and Cranberry (pictured) finishes. It features symmetrical doors with large glass windows and a single-piece magnetic plinth, which can be removed to aid cleaning and servicing. The Esprit Induction has five cooking zones, 'boil dry detection' to prevent damage to pans and 'power boost' for quicker heating. Two fan ovens are fitted with self-clean catalytic liners, a practical Glide-Out Grill and dedicated slow-cook oven

“ We continue to see consumers incorporating appliances in coloured finishes to create individuality ”

Iskender Diker, director of sales and marketing, AGA Rangemaster



BLUE SWAN RETRO FRIDGE FREEZER

Swan
 Tel: 08448 269 357 www.swan-brand.com
 This fridge freezer from Swan is ideal for giving your kitchen a pop of colour thanks to its range of vintage colours, including Green, Deep Red, Cream and Blue, pictured. The SR11020 has a fridge capacity of 209 litres and a 91-litre freezer capacity. With four easy-to-wipe clean glass shelves, the fridge also features three storage drawers, a crisper drawer and chrome wine rack that can hold up to five bottles. A+ energy-efficiency rated, its 42dB noise-level rating ensures that background noise is kept at a minimum



RICHMOND DELUXE RANGE COOKER

Stoves
 Tel: 03442 484 149 www.stoves.co.uk
 Stoves' Richmond Deluxe S900E1 is a 90cm electric induction range cooker with a five-zone induction hob, available in a variety of bold colours including Anthracite, Wild Berry and Soho Green, pictured. The cooker features Quad Oven Proflex with a 164 litre total cooking capacity, and the Proflex Splitter gives the user the ability to convert the Titan Oven into two separate Equiflow fan ovens, which can be controlled independently, transforming the three-oven range cooker into four ovens. The oven can also be controlled from the user's smartphone or tablet thanks to its Zeus Bluetooth connected timer

PURE COOKTOP EXTRACTION

Bora
 Tel: 02036 931 390 www.bora.com
 The Bora Pure cooktop and extraction system can be customised to bring a personal touch to any kitchen setting, via the air inlet nozzle, which is available in six colours, including Orange, Rose Gold and Jade, pictured. The system has an induction cooktop with four cooking zones with room for up to four 24cm pots. In the middle of the fully flush-mounted system the round air inlet nozzle has eight rings radiating out from the centre, while the central touch control is practically invisible when the cooktop is on standby mode, creating an elegant effect



CREAM RETRO FRIDGE FREEZER

Amica
 Tel: 01949 862 010 www.amica-international.co.uk
 The FDR2213C from Amica is a freestanding 55cm top-mount retro-style fridge freezer, shown here in Cream. Also available in Duck Egg, Black and Red, it has an A+ energy-efficiency rating and a noise-level rating of 40dB. It also features four interior glass shelves, three in-door balconies and one large salad crisper drawer in the fridge. The retro styling of this fridge will make it a stand-out appliance and add a classic twist to any kitchen

ORANGE BERTAZZONI RANGE COOKER

Bertazzoni
 Tel: 01244 987 366 uk.bertazzoni.com
 Bertazzoni's 100cm Professional induction range cooker is available in Stainless Steel, Nero, Bianco, Giallo, Rosso, Burgundy or Arancio (pictured), and is perfectly co-ordinated to match the Bertazzoni Professional series. Its features include five cooking zones, five induction zones and 11 oven functions including bake, defrosting, fast pre-heat and pizza. Additional features for the PRO 100 SI MFE D AR T include soft-close, triple-glazed doors and a total oven volume of 123 litres – 69 litres in the main oven and 54 litres in the auxiliary oven



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Mark Waddy, director, MTW Research



PORTOFINO TURQUOISE

Smeg
 Tel: 03445 579 907 www.smeguk.com
 As part of Smeg's Portofino range, the CPF120IGM dual cavity cooker with mixed-fuel hob is available in five colours – Black, White, Stainless Steel, Red and Turquoise (pictured). With an A energy-efficiency rating, its main oven has 10 functions, a touch time display, five cooking levels, quadruple glazed door and pyrolytic cleaning function. The range's auxiliary oven has nine functions, a triple-glazed door and a vapour clean function, while the hob features three burners, griddle and induction. There are also storage compartments beneath the ovens



FARMHOUSE EXTRACTOR

Belling
 Tel: 03442 484 149 www.belling.co.uk
 The Farmhouse 90cm chimney extractor from Belling, shown here in Red, is also available in Cream and Black. A energy-efficiency rated, it has a 60dB maximum noise-level rating, an extraction rate of 512m³/h and three fan speeds as well as three washable aluminum grease filters



MATT DECO HOOD

Franke
 Tel: 01614 366 280 www.franke.co.uk
 Franke's wall-mounted Smart Deco hood features soft, round, retro shapes and is available in colours including Smokey Blue, Mustard and Dusty Green, pictured, to bring a splash of colour to the kitchen. It's 50cm wide and features a push-button rotary control with LED bar light, offers three extraction speeds and has an energy-efficiency rating of A. It has a minimum noise-level rating of 48dB and a maximum noise-level rating of 68dB

HOT CHILLI ACCENTS

Küppersbusch

Tel: 01922 698 000 www.kuppersbusch.com

Küppersbusch's K-Series.5 B6550.0 oven is available in Black or Grey and offers retailers a variety of handle choices, allowing consumers to personalise a cooking appliance. The Individual range features seven finishes, including Stainless Steel, Black Chrome, Copper, Black Velvet and Hot Chilli, pictured – with matching trims to go along the top and bottom of the oven. The oven has an A+ energy-efficiency rating, along with 22 functions (14 oven functions and eight special functions) and 40 automatic programmes with touch sensor controls. Its 70-litre capacity and 'plug in and go' roasting thermometer makes it ideal for both families and home cooks



VARIO FRIDGE FREEZER

Bosch

Tel: 03448 928 979 www.bosch-home.co.uk

The Bosch Vario Style fridge-freezer offers 24 different interchangeable coloured fronts including Cherry Red, Lime Green, Espresso Brown and Petrol, pictured. This is made possible by a combination of invisible hooks and magnets. The KGN361J3AG includes VitaFresh (which allows the user to keep fresh fruit, vegetables, fish and meat in a perfectly controlled environment), and FreshSense – sensors that constantly monitor and control the temperature in the fridge and freezer to keep food at optimum temperature and ensure it keeps fresh for longer. The fridge freezer has a fridge 237-litre capacity and the freezer has an 87-litre capacity. With an A++ energy-efficiency rating, it has a noise-level rating of 39dB

BRITANNIA TWIN

Delphi range cooker

Tel: 03442 484 149 www.britannialiving.co.uk

The Delphi 90cm twin induction oven from Britannia's flagship collection of range cookers features four functions in the right oven, nine in the left oven, both with grill, as well as a programmable meat probe, rotisserie and a five-zone induction hob. Shown here in Dulux's Colour of the Year 2020, Tranquil Dawn, Britannia's Colourange service allows users to match any colour sample to their oven.

A energy-efficiency rated, it also features heavy-duty oven shelves, wok support (with gas hob), soft-close storage drawer, height adjustable legs and one-hand ignition



EMPIRE RED REFRIGERATOR

KitchenAid

Tel: 08001 510 908 www.kitchenaid.co.uk

KitchenAid's KCFME 60150.1R (UK) refrigerator adds a distinctive and striking aesthetic, thanks to its traditional but updated sleek lines, and complements any style – whether that's classic, industrial or modern. Shown here in Empire Red, it is also available in Onyx Black (KCFMB 60150.1R (UK)). The appliance boasts a net capacity of 221 litres (195 litres for the fridge and 26 litres for the freezer), a maximum noise-level rating of 38dB, and an A++ energy-efficiency rating. With a ProAir System to ensure and maintain the optimum cooling temperature, the refrigerator also features an LCD touchscreen and three adjustable glass shelves

Q&A

HOW DO MANUFACTURERS ENSURE THAT THEIR COLOUR RANGE IS APPEALING TO A WIDE AUDIENCE?

» "The Bosch Vario Style range helps our customers express their personality and individuality. With 24 easily replaceable colour fronts to choose from, people can change the look of their fridge freezer to suit the season or even the occasion"

Valerie Posner, cooling category manager, BSH Home Appliances Ltd

» "Our recently-introduced Smart Deco extractor hood in Smokey Blue, Mustard and Dusty Green responds to the modern retro trend but in a more toned down way that will ensure lasting appeal"

Jeanette Ward, communications manager, Franke

» "Our Professional Series combines clean lines and sleek aesthetics with the latest technological advances, and is available in an array of colours, from Yellow and Orange to Burgundy and Black"

Maurizio Severgnini, managing director, Bertazzoni UK and Eire