

## Sub-Zero and Wolf to Open Showroom in Merchandise Mart's LuxeHome



The companies will join 30 other boutiques including Kohler and Waterworks in LuxeHome's 100,000-square-foot, first-floor space.

Nicholas Tamarin -- Interior Design, 4/7/2010

In a move that lives up to its name, [LuxeHome](#) will be welcoming luxury home appliance manufacturers [Sub-Zero](#) and [Wolf](#) to its 100,000-square-foot space in Chicago's [Merchandise Mart](#) starting this fall.

Located on the first floor of the Windy City's behemoth showroom building, LuxeHome already boasts more than 30 individually branded kitchen and bath boutiques including Ann Sacks, Hastings Tile & Bath, Poggenpohl, Urban Archaeology, and Valcucine. This will be their first appliance showroom however.

Sub-Zero and Wolf will bring their signature stainless steel refrigerators, ovens, cook-tops, and ranges to the mix in a 5,500-square-foot space. The pair will host cooking demonstrations with its in-house chef for trade and consumer events and private functions. Appliance experts will be on hand to consult public and trade consumers on purchases and refer them to appropriate distributors.

"Our LuxeHome clients have been asking for an appliance showroom since we opened nearly six years ago and Sub-Zero and Wolf, not only fill the void, but deepen the breath of products available [here]," says Katherine Flaherty, Merchandise Mart's vice president of building products and special projects. "Their level of quality and innovation will be a great compliment to our other brands and we envision a long standing commitment to [the Merchandise Mart] for many years to come."

*Image courtesy of LuxeHome.*