

KitchenAid®

2024 COLOR OF THE YEAR

BLUE SALT

KitchenAid has championed the power of color to fuel creativity since introducing the first Stand Mixer colors in 1955. Today, Color of the Year taps global trends to capture the current moment and inspire makers around the world. From ideation to creation, the KitchenAid Color of the Year is carefully researched, selected and developed to remind consumers of the power of color.

Color Selection Process

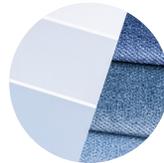
TAPPING INTO EMOTIONS

making connections through macro trends and forecasting



WHAT WE'RE SEEING

translating emotions into color directions



WORK INTERNALLY

on our story and inspiration



WORKING GLOBALLY

identify colors we see peaking and possibly emerging

REFINE AND TWEAK

align on two color directions to explore and develop paint

FINAL SELECTION

of our Color of the Year launch

Blue Salt

Blue Salt is a periwinkle blue with a subtle iridescent, reddish-pearl finish.

Inspired by the versatility of the kitchen, Blue Salt has a subtle yet alluring reddish-pearl finish that softly shifts hues depending on the lighting. It's a living color bound to break the monotony every day.

Add a pinch of Blue Salt to your countertop. Available starting February 8 for the Artisan Stand Mixer.

Artisan Series 5 Quart Tilt-Head Stand Mixer

(available in Blue Salt)

MSRP:

\$499.99

