

FOR IMMEDIATE RELEASE

SieMatic Featured as Exclusive Kitchen Cabinet Provider for Flagship PIRCH Showroom in Lower Manhattan

PIRCH SoHo's unique, immersive shopping experience includes interactive displays of SieMatic's three premium kitchen style collections

(New York, NY, June 29, 2016) SieMatic is among the elite collection of luxury brands in residence at the new **PIRCH SoHo** showroom in Lower Manhattan. PIRCH, known for its innovative approach to showcasing luxury kitchen, bath and outdoor brands, celebrated the grand opening of its flagship location on May 21. SieMatic plays an integral role as the exclusive kitchen cabinetry provider for the showroom's immersive shopping experience, with nearly 20 displays of SieMatic's three premium kitchen style collections—**CLASSIC**, **PURE**, and **URBAN**, the latter of which is featured prominently just inside the entry.

Located in a historic former ironworks building at the corner of Broome and Lafayette, PIRCH SoHo has 32,000 square feet across three floors. More than just a retail store, PIRCH brings luxury home brands to life. Throughout the more than 30 interactive displays, faucets flow, hearths flicker, cabinets open and close with a touch, and appliances function, allowing visitors to test-drive products before they buy. Shoppers can take part in on-site cooking classes or even book a private steam shower in the experiential home spa.

"PIRCH is changing the face of retail, with a truly immersive experience with the industry's leading luxury brands," says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. "SieMatic's inclusion in the PIRCH flagship showroom gives our target buyer the opportunity to fully engage with our products and visualize them in their homes. What's more, the increased visibility in such a high-profile space further enhances the opportunities and sales potential for our independent partners and designers."

PIRCH SoHo was designed with a Manhattan homeowner in mind, in both styling and in scale. SieMatic's **URBAN** collection is an ideal fit, with looks that capture the essence of city living and are suitable for the eclectic lifestyles found there, from contemporary lofts to brownstones. A prominent display at the entry to the store highlights the new **URBAN** theme with its one-of-a-kind herb garden feature that brings the farm-to-table trend to downtown kitchens, while reflecting



Above: PURE theme kitchen in Titan White gloss (background) and CLASSIC theme (left) display on first floor of PIRCH SoHo showroom; below: URBAN theme kitchen display in Matt Black Oak on second floor of BIRCH SoHo showroom

Photo Credit: Mark Steele Photography

CONTACT

Mary Beth Duehr
Duehr & Associates, LLC
1902 Wright Place, Suite 200
Carlsbad, CA 92008-6583
Tel 760.918.5622
marybeth@duehrandassociates.com

residents' attitudes towards sustainability. The display's open shelving and Agate Grey and Matte Black Oak hues further emulate high-end urban design trends.

Among the nearly 20 SieMatic displays around the showroom are several featuring the CLASSIC collection; here, classic details combine with modern sensibilities, with glass and gloss to provide lightness, classic contoured door fronts, and a contemporary blend of glass and metal accents. One such display, visible from the street, features glossy Graphite Grey and nickel framed glass cabinets for a cool, dark look along with a sliding marble backsplash that conceals additional storage. In another, Sterling Grey CLASSIC cabinets and nickel-framed glass cabinets with ebony interiors complement a Wolf range.

Also on the first floor is a kitchen featuring the SieMatic PURE style, which is clean and sophisticated with narrow edged frames in metal, wood, and matte lacquer. The purist approach is highlighted in a vignette with Titan White matte lacquer cabinets interspersed with the collection's new nickel glass cabinets with nickel slats. In another, PURE Nutmeg lacquer cabinets contrast with thick, Gold Bronze handles and an island with Gold Bronze doors and a matching metallic frame edge.

SieMatic is the exclusive provider for kitchen cabinetry in PIRCH's showrooms across the US. SieMatic also has its own independent showroom in the A&D building in Manhattan on East 58th Street.

About SieMatic

SieMatic is a premium kitchen brand with a long history and an international reputation for excellence in design, timeless elegance, and a high level of functionality. The company's constantly evolving reinterpretation of the modern kitchen is exemplified by the design principle behind its three style collections: **PURE**, **URBAN**, and **CLASSIC**. SieMatic products are manufactured in Germany under environmentally responsible standards with a commitment to providing distinctive kitchen solutions. They are available in over 60 countries throughout five continents. For more information about SieMatic and its products, call (215) 604-1350 or visit www.siematic.com.

###



Above: SieMatic URBAN theme;
below: SieMatic CLASSIC theme
in Sterling Grey, nickel, and
ebony gloss

CONTACT

Mary Beth Duehr
Duehr & Associates, LLC
1902 Wright Place, Suite 200
Carlsbad, CA 92008-6583
Tel 760.918.5622
marybeth@duehrandassociates.com