



## Exclusive series of the Gorenje Pininfarina Black Collection for design enthusiasts



At the end of this year, Gorenje is planning to introduce an exclusive version of the classic Gorenje Pininfarina line with the timeless stainless-steel finish, the Gorenje Pininfarina Black Collection, designed by Pininfarina Extra.

This new limited edition of 100 Gorenje Pininfarina Black sets, consisting of a combined fridge freezer, built-in oven, cooking hobs, kitchen hood, and decorative panels for washing machine and microwave oven, addresses the admirers of design who see the timeless beauty and eternal elegance in the most prestigious appliances and designer collections from Gorenje, and view them as the proper response to their lifestyles.



Upon the launching of the prestigious Gorenje Pininfarina Black Collection, Paolo Pininfarina (President and CEO of Pininfarina Extra) commented: "Black colour represents an element of distinction, luxury, and elegance. In our black collection of household appliances, the somberness of black is balanced by the brightness of electronic displays and the result is a very cool mix. We believe that the combination of excellent design and advanced technology has once again created a prestigious and timeless collection. I also appreciate the fact that, thanks to this 17-year-old partnership, the recognition of the Pininfarina brand has grown considerably in the Eastern Europe".

Unique prestige and elegance are also the features of the classic product range Gorenje Pininfarina in silver, which has been in the market for two years. The sales of this range have been most successful in Russia, Germany, Scandinavian countries, and in Ukraine.

For further information: [www.gorenjepininfarina.com/black](http://www.gorenjepininfarina.com/black)