

Samsung Expands BESPOKE to New Markets, Offering Customizable Refrigerators for Modern Kitchens



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Samsung Electronics today announced that its BESPOKE refrigerator will be available in the U.S. this year. To be unveiled for the first time at CES 2021, the BESPOKE lineup will include an all-new 4-Door Flex format that has sleek lines and a contemporary flat-panel design with recessed handles, blending seamlessly into existing kitchens for various lifestyles. The 4-Door Flex also features a new Beverage Center™ and an improved Flex Zone. The lineup will also include Column and Bottom Mount Freezer formats, allowing for modular configurations that can grow to fit each household's unique needs.

BESPOKE refrigerators offer a dynamic mix of design options, with eight unique colors and glass or steel finishes. Color options include Grey Glass, Sky Blue Glass, Navy Steel, Champagne Steel, Matte Black Steel, Navy Glass, White Glass, and Rose Pink Glass.

"As families spend more time at home—and in the heart of the home, the kitchen—they're investing in home appliances they can personalize, which is exactly what our BESPOKE lineup offers," said John Herrington, Senior Vice President, General Manager of Home Appliances. "BESPOKE refrigerators are customizable on the outside with a variety of colors, materials, and finishes that you can select to match your style, and also customizable on the inside with convertible drawers and other unique features."

Maintaining the sleek overall design of the unit, 4-Door Flex BESPOKE comes with a new Beverage Center™ inside the

upper-left door that provides quick access two different ways, with an internal, filtered water dispenser and built-in AutoFill water pitcher. The AutoFill water pitcher automatically refills with fresh, filtered water, or you can easily infuse the water with a flavor of your choice. The refrigerator also features a Dual Ice Maker, which can make not only regular ice cubes but also small “ice bites,” which chill drinks faster.

4-Door Flex BESPOKE features an improved Flex Zone, a versatile compartment that converts from fridge to freezer temperatures, offering the flexibility to meet a family’s food storage needs. The improved Flex Zone has five different temperature settings: Freeze, Soft Freeze, Meat/Fish, Fruits/Veggies, and Beverage. There is also a Flex Crisper™ that allows you to store meat or fish at the optimal temperature, as well as a Crisper+™ that keeps your fruit and vegetables fresher for longer.

In addition to the U.S., Samsung is also introducing the BESPOKE refrigerator lineup across the MENA and European regions in 2021—expanding beyond the Northern European and Asian markets where it is currently available.

More information on BESPOKE will be on display at Samsung’s virtual CES exhibit from January 11 to 14. For more information about Samsung’s latest products, please visit

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