

GORENJE RETRO COLLECTION



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GORENJE RETRO COLLECTION IN NEW COLOURS

Chic, Vintage and Funky. Pleasing every taste.

The Old Timer fridge freezers from Gorenje, already popular for a decade, are now endowed with a revamped appearance and a new colour palette. And to fully fit into the most recent trends, they also have a new, stylish name: the Gorenje Retro Collection. Gorenje upgraded the form of the past with the technology of the future, and added a touch of trendy boldness in an exciting array of new colours championed by the fashion pundits. We believe that contemporary consumers desire more individualism and daring, lively and invigorating colours in their homes. Thus came to life the new retro collection of the economical, and environment-friendly cool beauties in the colours of the rainbow, available in three different and differently charming styles: Chic, Vintage, and Funky. Which is the one for you?



Now, the colour palette is much richer and the colours are more attractive.

Each of the styles features select colours and various combinations of the refrigerator and freezer compartment. These appliances address the customers with a refined taste who dare to introduce their own lifestyle into the kitchen. The new collection was designed at Gorenje to celebrate the anniversary of launching the first Old Timer fridge freezer a decade ago; the refrigerator proved a real sales hit. Topping the list by popularity was the cult single door retro refrigerator with a special low-temperature compartment, while Bordeaux red and beige have been the most charming colours to date. A few years ago, the refrigerator design was freshened up by a new handle; reacting to the huge popularity among the customers, Gorenje now decided to expand the colour palette.



Gorenje Old Timer, 1999



»Now, the colour palette is much richer and the colours are more attractive, ranging from the refreshing Lime Green and Juicy Orange, to the dazzling Dark Chocolate and charming Bordeaux Red. The wider range of colours addresses a greater group of potential buyers who have thus far looked in vain for the right colour of their popular fridge model. The collection hallmark remains the rounded retro design while the appearance of the handles has been upgraded. The Funky models will also offer handles in the colour of the housing, while others will feature the timeless chrome version handles" said Mr. **Tomi Krašovec** of the Gorenje Design Studio team upon the launch of the new collection of Gorenje's cult retro fridges.

The colours are more attractive, ranging from the refreshing Lime Green and Juicy Orange, to the dazzling Dark Chocolate ...

Chic, Vintage, and Funky. Pleasing every taste.

Gorenje Retro Chic collection will appeal above all to those that appreciate modern classics, minimalism with select pieces of elegant furniture; the resolute visionaries who contend that "*less is more*" and seek perfect harmony. Gorenje's retro beauties in charming hues of Bordeaux, Silver, and Black will surely appeal to them. Simple elegance where nothing is redundant.

The sober tones of the **Gorenje Retro Vintage** collection will intrigue the nostalgic romantics who love natural colours. The collection will arouse the attention of those who indulge in the pleasures classic arts and love new images with a seasoned character. For them, the fridge-freezers are available in prestigious colours of Dark Chocolate, Royal Coffee, and Champagne. Only the best will do.

Gorenje Retro Funky collection was created for the playful eternal optimists and curious travellers who just love to be free; the adrenaline lovers for whom sky is the limit. Retro fridges in modern, lively, and alluringly lusty hues: Lime Green, Raspberry Pink, and Juicy Orange. For all who dream in colours.



New Image of Perfection

The perfect appearance houses state-of-the-art technology, user-friendly solutions, and economic operation. Both the cult single-door refrigerators (models RB 6288) and the two-door combined fridge freezers with freezing compartment below the refrigerator (models RK 62358) now belong to the economic **A+** energy class, while the two-door (Top Mount) models with the freezer above (models RF 62308) are boast the **A++** class rating. Apart from excellent thermal insulation, all models also feature improved door sealing, as well as state-of-the-art cooling system components and refrigeration electronics, all of which are designed to minimise energy consumption.



Some models of the Gorenje Retro Collection can be electronically controlled via LED screen. In addition to the basic functionality, these models also offer the **FastFreeze** function for intensive freezing and the **SuperCool** function for cooling fresh food after a major shopping trip. A special signal LED and a sound alarm will warn you if the temperature inside the appliance rises too high.

The versatile interior and innovative convenient solutions enable optimum use of the storage volume in the new generation Gorenje refrigerators, and numerous the new functions preserve and lock in the quality, colour, and aroma of the food. Silver-based antibacterial protection of refrigerator interior walls prevents development of harmful microorganisms, contributing to even longer and safer storage of your food.

With the new generation fridges, you will always be ready for a surprise visit as a special bottle rack stores bottles in such way that they do not take up the space for other food in the refrigerator. The rack optimizes the use of storage space, while its slight inclination enables safe storage even for the bottles that have already been opened – making you an excellent host.

More at www.gorenje.com/retro.

GORENJE RETRO FRIDGES IN NEW COLOURS

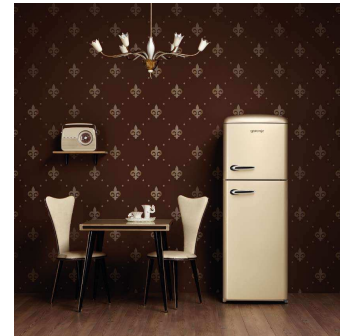
From plain cold to just cool

Meet Gorenje Retro, a new collection of fridge freezers that will thrill you with the elegant, romantic, or daring colour palette. What you choose is superior technology with a brand new image and a charming touch of nostalgia. The rounded convex design is the hallmark of the entire collection of perfectly designed, economical, and environment-friendly state-of-the-art appliances whose new colours will blend perfectly with your expectations of distinctiveness. Different and in tune with your lifestyle. Be elegant, romantic, playful, or daring. Treat yourself to more. Dare to go further. Pick your style and be – Chic, Vintage or Funky.



Gorenje Retro Chic collection will appeal above all to those who appreciate modern classics, minimalism with select pieces of elegant furniture; the resolute visionaries who contend that "*less is more*" and seek perfect harmony. Gorenje's retro beauties in charming hues of Bordeaux, Silver, and Black will surely appeal to them. Simple elegance where nothing is redundant.

The sober tones of the **Gorenje Retro Vintage** collection will intrigue the nostalgic romantics who love natural colours. The collection will arouse the attention of those who indulge in the pleasures classic arts and appreciate new images with a seasoned character. For them, the fridge-freezers are available in prestigious colours of Dark Chocolate, Royal Coffee, and Champagne. Only the best will do.



Gorenje Retro Funky collection was created for the playful eternal optimists and curious travellers who just love to be free; the adrenaline lovers for whom sky is the limit. Retro fridges in modern, lively, and alluringly lusty hues: Lime Green, Raspberry Pink, and Juicy Orange. For all who dream in colours.

Gorenje Retro Collection with a lush array of colours invites all who have thus far looked in vain for the right colour of their favourite fridge model. Presenting the retro cool refrigerators – **Chic, Vintage and Funky**. Which is the one for you?

Choose your style at www.gorenje.com/retro.

THE NEW RETRO

A nostalgic junction of the past and the future

Retro is a synonym of a nostalgic glance over the times gone by. A passionate revival of the momentous cult stories from the past.

Today, retro is enjoying an all-around renaissance: it is present in furniture, automobiles, telephones, bicycles, as well as women's coats, swimsuits and hairstyles. Now is the time to change into a Hollywood diva and set off to a party with elegant curls and large sunglasses. A glimpse into the backstage of any fashion show will tell you that retro-style curls are simply "in". Retro music is also gaining momentum and retro is increasingly pursued by artists, photographers, chefs, designers, and advertisers who are looking to revive some of the old brands. Retro products evoke childhood associations and reminiscence of the times when life was easier and more fun. It goes beyond the mere revival of old products; rather, it seeks to invoke soothing sensations of comfort, authenticity and cosiness that we tend to relate to our youth.

Witnessing the resurgence of the perfect urban retro style, our streets are again cruised by Vespas and Minis which have been a *fashion statement* for forty years, inspiring many designers and artists. Some retro products belong to those classics that will probably always be modern as they are sometimes hardly recognized as products originating from several decades ago. Modern reinterpretation of the 60s and 70s style with contemporary approaches and new materials, seen blooming in the recent years, has also been dubbed "the new retro".

Retro style for a modern home

For a while now, retro style has been "in" with interior designers as well. It seems the perfect choice for anyone weighing between the old and the new, since retro combines both. It is a nostalgic junction between the past and the future, and it is the ideal solution for a contemporary home with a trendy interior.

Retro reflects the features of the 60s and 70s style, reinterpreted in modern variants with new materials. It is simple and functional, and zealous about aesthetics. It is most commonly welcomed by residents of urban environments, who live in the fast lane and want their homes furnished in accordance with their lifestyle.

Whether it is furniture, shelves, armchairs, refrigerator, chairs, to lights or small accessories and decorative items, retro style most typically features rounded lines that may appear minimalistically, but are often jazzed up by dynamic geometrical patterns, abstract prints, lively colours and chrome-coated metal details.

Fashion pundits anticipate the trend of lively and optimistic colours that symbolize awakening. In addition to standard basic colours, the palette includes vigorous and playful hues headed by energy-oozing red, orange, and yellow, refreshing green and frisky pink.

CHIC, VINTAGE IN FUNKY. PLEASING EVERY TASTE.

Gorenje Retro Collection Charms with the Colours of the Rainbow

There are things that cannot be simply forgotten; things whose uniqueness arouses attention, evokes nostalgia, and stirs imagination for decades. There are forms that are timeless and always modern. The retro refrigerator, popular for decades, is more than merely a cooling appliance indispensable in any household; it has become a cult object of desire; not only a device that cools, but a product that simply is cool. The rounded shape originating from the mid 20th century, now combined with modern lively colours and innovative technologically perfected solutions in the interior cannot remain unnoticed. Retro collection of refrigerators from Gorenje is now available in three unique styles: Chic, Vintage, and Funky.

The perfect elegance: Gorenje Retro Chic collection



Gorenje Retro Chic collection will appeal above all to those that appreciate modern classics, minimalism with select pieces of elegant furniture; the resolute visionaries who contend that "*less is more*" and seek perfect harmony. Gorenje's retro beauties in charming hues of Bordeaux, Silver, and Black will surely appeal to them. Simple elegance where nothing is redundant.

Chic is available as the cult single-door retro refrigerator and in two versions of a combined fridge-freezer. All models feature a versatile interior, and innovative convenient solutions that enable optimum use of the storage volume in the new generation Gorenje refrigerators, while the numerous new functions preserve and lock in the quality, colour, and aroma of the food. Installed between the elegant glass shelves is also the eye-catching bottle rack that optimizes bottle storage, leaving more room for other items. The slight inclination of the rack also allows safe storage of bottles that have already been opened; hence, all your drinks are kept at optimum temperature, leaving you ready to prove an excellent host at any time.

Romantic nostalgia: Gorenje Retro Vintage collection



The sober tones of the **Gorenje Retro Vintage** collection will intrigue the nostalgic romantics who love natural colours. The collection will arouse the attention of those who indulge in the pleasures classic arts and love new images with a seasoned character. For them, the fridge-freezers are available in prestigious colours of Dark Chocolate, Royal Coffee, and Champagne. "Only the best will do," contend

the lovers of the Vintage style. They like to decorate their homes with new, perfectly designed pieces of equipment that combine innovation and a nostalgic touch of the past. However, they do not compromise when it comes to energy consumption or their relation towards environment. And in this respect, Gorenje Retro Collection fridges are only reminiscent of the past in terms of design. The stylish appearance houses state-of-the-art technology, user-friendly solutions, and economic operation. The cult single-door refrigerators and the two-door combined fridge freezers with freezing compartment below the refrigerator now belong to the energy-efficient A+ energy class, while the two-door (Top Mount) models with the freezer above even boast the A++ class rating. In addition to excellent thermal insulation, all models also feature improved door sealing, as well as state-of-the-art cooling system components and refrigeration electronics, all of which are designed to minimise energy consumption.

Urban lark: Gorenje Retro Funky collection



Gorenje Retro Funky collection was created for the playful eternal optimists and curious travellers who just love to be free; the adrenaline lovers for whom sky is the limit. Retro fridges in modern, lively, and alluringly lusty hues: Lime Green, Raspberry Pink, and Juicy Orange.

Gorenje used these high-spirited optimistic colours to jazz up the cult single-door retro refrigerator. Thus redressed, it is bound to enchant anyone who dreams in colours

and seeks funky inspiration in the remotest places of the globe, with a backpack. To those who wish to introduce a touch of this vigour and freedom into their homes, the retro beauty in the colour of lime, juicy orange, or raspberry, will surely prove a perfect fit for their kitchens. Funky playfulness is complemented by a range of handles available either in the timelessly fashionable chrome version, or in the colour of the chosen fridge housing. Interior design of these appliances was also approached with the numerous spontaneous and frisky moments in mind. Hence, the new retro models allow you to store food and beverages on spacious glass shelves with a special edge that prevents dripping onto the shelves below in case anything is spilt. The compact glass shelves are also cooler than the wire racks and they provide excellent support for food in narrow, less stable packaging. Moreover, cleaning of glass shelves is a breeze. Keep up that funky groove!

Be elegant, romantic, playful, or daring. Treat yourself to more; push the boundaries; choose your style. With the new Gorenje Retro Collection.

More at www.gorenje.com/retro.

CHIC, VINTAGE AND FUNKY.

Which is the one for you?

Meet Gorenje Retro, a new collection of fridge freezers that will thrill you with the elegant, romantic, or daring colour palette. Discover your retro style. Chic. Vintage. Funky.

What you choose is superior technology with a brand new image and a charming touch of nostalgia. The rounded convex design is the hallmark of the entire collection of perfectly designed, economical, and environment-friendly state-of-the-art appliances whose new colours will blend perfectly with your expectations of distinctiveness. Different and in tune with your lifestyle.



Gorenje Retro Collection in the Colours of the Rainbow

From simply elegant to just cool Contemporary Classic: CHIC

My life is a time with vision. I know what I am after and what I do not want. I expect a lot from myself; hence, my living standards are high as well. I like perfection. I like the flare. Simply elegant lines where nothing is redundant.

I love minimalism. To me, its details hold the keys to the vaults of beauty. Where everything is in its right place. Where my attentive taste is the very hub of my world.

If you are CHIC and devoted to contemporary classics, then your choice is a retro refrigerator that is simply elegant. And immensely cool.

Gorenje Retro Chic collection will appeal above all to those that appreciate modern classics, minimalism with select pieces of elegant furniture; the resolute visionaries who contend that "*less is more*" and seek perfect harmony. Gorenje's retro beauties in charming hues of Bordeaux, Silver, and Black will surely appeal to them. Simple elegance where nothing is redundant.



From simply romantic to just cool Charming Nostalgia: VINTAGE



I am gathering the pieces of the past. Each has its own story, and they all breathe with me. I never feel lonely. I like new images with a seasoned character. Simply romantic. Select items for delicate wishes. Only the best will do for me.

I love comfort. I treat myself to great pleasures, with pride. I know how to pamper myself. I live my life as a lady. As a gentleman.

If you are VINTAGE and incurably nostalgic, then your choice is a retro fridge that is simply romantic. And immensely cool.

The sober tones of the **Gorenje Retro Vintage** collection will intrigue the nostalgic romantics who love natural colours. The collection will arouse the attention of those who indulge in the pleasures classic arts and love new images with a seasoned character. For them, the fridge-freezers are available in prestigious colours of Dark Chocolate, Royal Coffee, and Champagne. Only the best will do.

From simply daring to just cool The Optimism of Life: FUNKY

I believe that the ceiling is no barrier when I wish to look up in the sky. Imagination has immense powers. With a few sparks of it, my home becomes an ideal playground. This way, I can really enjoy my independence. Wherever I like the limitlessness. Where everything I have is a part of me.

I love freedom. The adrenalin of new sensations and experience. The urge to learn and know is driving me all around the world. My life is a journey. My dreams are colourful.

If you are FUNKY, an optimist who appreciates nothing more than freedom, then your choice is a retro fridge that is simply daring. And immensely cool.

Gorenje Retro Funky collection was created for the playful eternal optimists and curious travellers who just love to be free; the adrenaline lovers for whom sky is the limit. Retro fridges in modern, lively, and alluringly lusty hues: Lime Green, Raspberry Pink, and Juicy Orange. For all who dream in colours.



Are you tempted?

Get a closer look at www.gorenje.com/retro.