

Innovative Design Wins NKBA Award

Samsung's BESPOKE refrigerators have been recognized for innovation, winning a National Kitchen & Bath Association's "30s Choice Award". Chosen by the NKBA's elite "Thirty Under 30" class, these awards celebrate the most groundbreaking, forward-thinking industry products of 2021.

Uniquely customizable in color, finish and configuration, BESPOKE refrigerators took the prize in the category "Creative Use of Color". As NKBA put it, using color "highlights appliances instead of hiding them." BESPOKE's cutting-edge versatility enables new ways of looking at appliances, and brings a homeowner's personal style into the kitchen.

Read more about the "30s Choice Awards" [here](#). See a selection of BESPOKE's varied customizations (or even create your own) [here](#). Build with Samsung, America's #1 home appliance brand, for tailored solutions at the forefront of smart home technology, opening more doors to home buyers than ever before.