

KitchenAid®

2023 COLOR OF THE YEAR

Hibiscus

With the annual KitchenAid Color of the Year, the brand aims to spark inspiration through its color leadership. It provides an opportunity to use the power of color to comment on global trends and culture, while inspiring those in the kitchen and beyond.



Bird of Paradise



Kyoto Glow



Honey



Beetroot

Hibiscus

Hibiscus is a vivid, lush fuchsia with a matte finish.

Inspired by the captivating beauty of the Hibiscus flower in a verdant garden, this eye-catching fuchsia is bound to stand out on your countertop just as it does in nature. Let your inner maker bloom with radiant Hibiscus empanadas or an aromatic Hibiscus cake.

Available starting February 9 for small appliances, including the Artisan Stand Mixer and K400 Blender, Hibiscus is made to attract.

Artisan Series 5 Quart Tilt-Head Stand Mixer (available in Hibiscus)

MSRP:
\$499.99

K400 Blender (available in Hibiscus)

MSRP:
\$299.99

