

gorenje
Life Simplified



THE WORLD'S GENTLEST TREATMENT OF VITAMINS

JUICY AND HEALTHY
FOOD WITH COMPACT
STEAM OVEN

gorenje.com



www.vosoughishop.com

دفتر مرکزی : مشهد، بین قرنی ۳۱ و ۳۳
تلفن : ۰۵۱ - ۳۷۱۳۳۰۰۰

Life Simplified

COMFORTABLE LIVING
BY GORENJE

From experience

TO TECHNOLOGY

Why do we care

ABOUT DESIGN

Think green

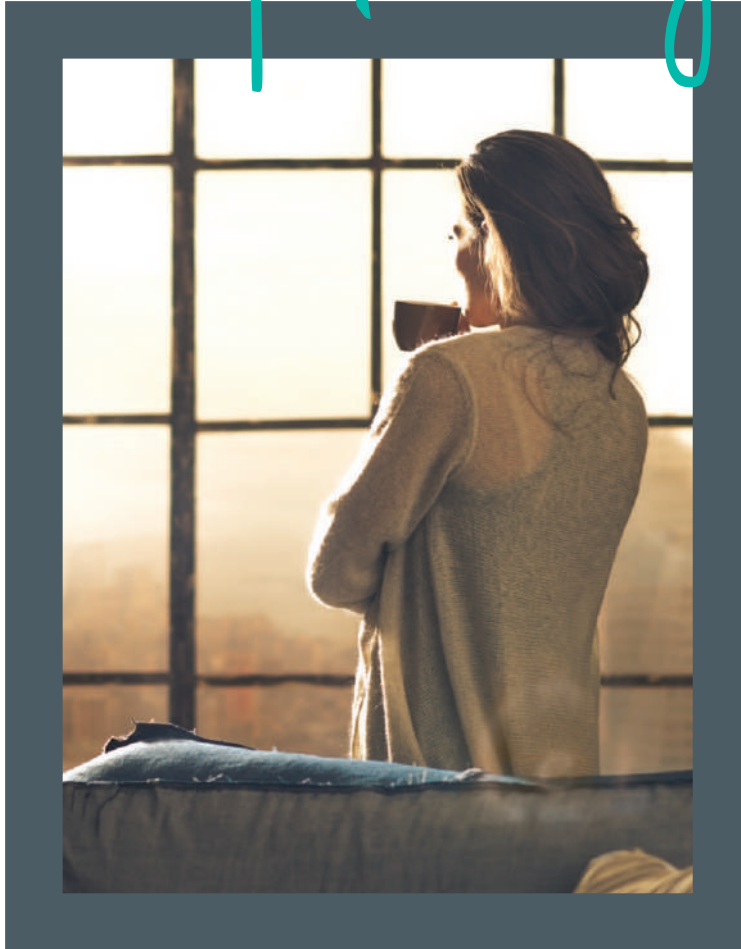
FOR EFFICIENCY AND
A HEALTHY PLANET



about simplicity

EVERYTHING SHOULD BE MADE AS SIMPLE AS POSSIBLE, BUT NOT SIMPLER.

Albert Einstein,
German-born
theoretical
physicist



Simplicity is about subtracting the obvious and adding the meaningful.
John Maeda,
American designer

THERE IS NO GREATNESS WHERE THERE IS NO SIMPLICITY, GOODNESS, AND TRUTH.
Leo Tolstoy,
Russian writer

The ability to simplify means to eliminate the unnecessary so that the necessary may speak.

Hans Hofmann, German-born American
abstract expressionist painter

The role of genius is not to complicate the simple, but to simplify the complicated.

Criss Jami, American poet, essayist,
and existentialist philosopher

NATURE IS PLEASED WITH SIMPLICITY. AND NATURE IS NO DUMMY.

Isaac Newton, English
physicist and
mathematician

Simplicity is ultimately a matter of focus.

Ann Voskamp, Canadian author
of the New York Times Bestseller, One Thousand Gifts

gorenje
Life Simplified



**PARK IT
IN YOUR
KITCHEN.**

**GORENJE RETRO FRIDGE
WITH A CHARACTER**

Meet the fridge. Inspired by the famous Volkswagen van, the new Gorenje Retro fridge combines the iconic design of the 60s with the sophisticated technology of today. Not just for passionate drivers, it adds an instant touch of individual style, freedom and adventure to any kitchen, while keeping food fresh and full of vital nutrients.

gorenje.com



CONTENT



16 **food**
on social
networks



WE RECOMMEND

12... **Top 10 tips&tricks** -
preparing and storing food

20... Under the spotlight: **Healthy life**

26... **Techno geniuses** up close and personal

30... Why do we care **about design**

56... **Life wisdom** of business woman

58... **Food for the soul**
from the books

36

Black or
White?
Both!

32

6



PHILIPPE
STARCK'S
kitchen



MEN
& CARS

PROMENADA
NEW GLORY
DAYS



from experience
to technology

40

62



FROM EXPERIENCE TO TECHNOLOGY

Many successful ventures are based on the fact that experience is the only source of knowledge. That's why Gorenje products are so desirable – their creation and realisation is driven by the needs of different types of people

YOUNG COUPLE

DO YOU HAVE MY FIT? - requested by young and successful people who value efficiency and innovation

Young people stand on the threshold of new solutions, planning, and organisation of their way of life. A wide world of opportunities lies before them, they know how to use the latest technologies, they have a vision, and need not adjust because they are just beginning to write the pages of their book of life. They go out often and socialise, they love freedom of movement and a quick pace of life. That is why household solutions must adapt to their tempo and demand for economic, reliable, but also innovative technologies that offer quality, comfort, and results in optimum time. Gorenje respects their motto – They really know what they want and what they can achieve.



“ EVERYTHING THEY LEARNED, TRIED, AND STARTED IN LIFE IS REFLECTED IN THE PROPER ORGANISATION OF THEIR HOUSEHOLD, IN THEIR SIMPLICITY, AND SETTING OF PRIORITIES

RETIRED COUPLE

WHAT CAN YOU OFFER ME? - will interest people advanced in years and those who can boast a diversity of life experiences

The youngest members of a family sincerely know how to appreciate the experience and skills of their grandparents. Everything they learned, tried, and started in life is reflected in the proper organisation of their household, in their simplicity, and setting of priorities. The world in which their children grew up offers them the opportunity of refocusing on their

own needs. Their shared achievements took years to build and were founded on joint decisions and a multitude of memories. What remains is what is most important, most practical, and most valuable – honesty, simplicity, and the warmth of human relations. That is what those people expect for their household – reliable, effective and easy to use products featuring clear functionalities.



“ FAMILIES EXPECT RELIABLE AND WELL-FUNCTIONING DEVICES, WHICH MATCH THEIR SPECIFIC NEEDS

FAMILY

CAN YOU EARN MY TRUST?

- will be asked by those who expect a single product to embody convenience, functionality, and flexibility – for the most comfortable family life possible

The value of family life, love for your children, and a sense of responsibility at the same time, are the riches and obligations that go along with parenthood. Good organisation of the household allows for more quality time spent with our loved ones. Family breakfasts on weekends, Sunday barbeques, and holiday gatherings with our relatives are just some of the memorable moments that

every family desires. That is why we seek out the latest technologies that will offer us greater efficiency of household products and appliances, as well as save energy. Value is also placed on longevity, reliability, but also a modern design to meet the high standards imposed by family life and parenthood. Here, technology is most inspired by everyday experiences and is focused on facilitating household tasks.

SINGLE GUY

CAN YOU INSPIRE AND ENTERTAIN ME? - will interest those who think outside of the box and those driven by desires and intuition

Creative minds do not like restrictions and they value their freedom more than anything. They are still in the process of determining their true self, seeking their future paths in life, or realising existing ones. They consider their pets and the latest gadget as family members as well. It is courageous to be different, to have opinions, and live an unconventional life. Not everyone is ready for this. Their free spirit therefore favours eye-catching designer, but also technologically advanced solutions. They consume spontaneously but still expect reliable, yet trend-oriented devices, which offer them surprising user experiences.



“ THE FREE SPIRIT OF CREATIVE MINDS FAVOURS TECHNOLOGICALLY ADVANCED BUT ALSO EYE-CATCHING DESIGNER SOLUTIONS



“HEALTHY AND TASTY MEALS MAKE PEOPLE HAPPY, INSPIRED AND ENRICHED” CLAIMS THE CHEF

IT'S TIME FOR YOU TO BECOME A CHEF IN YOUR KITCHEN

With the help of a six-time Michelin star recipient, chef **ANDREJ KUHAR**, Gorenje designed a collection of appliances that will simply make your dream come true



The dream of every passionate cook is to cook like a top chef. The Gorenje collection of appliances designed in collaboration with Andrej Kuhar will help you shine in your own kitchen. You can expect outstanding performance! Robust materials and elegance are the main hallmarks of the mixer, food processor, and hand mixer. The

collection is completed by a set of high-quality stainless steel containers. Such superior equipment will be of great help to everyone in preparing their favourite dishes, as well as those recommended by chef Kuhar, who won the Michelin star in two different German restaurants six times in a row and who is a big supporter of local food without

additives. Modern and creatively equipped kitchens play a major role in his inspiration, and although he is familiar with contemporary culinary trends, he mostly relies on his own taste. Recently, he has committed himself to educating talented young chefs, creating new recipes, and you won't have any trouble getting him into professional discussions about food. In food, aside from excellent flavour, he values simplicity, especially when it comes to food which should serve as fuel for a long and tiring day at work. However, like any professional, he is committed to the highest culinary challenges because he believes that healthy delicious food makes people feel happy, inspiring and enriching them. Therefore the guests of Villa Herberstein will continue to enjoy Andrej Kuhar's delicacies. As their chef, he brings fresh takes on semi-haute-cuisine to a traditional rustic venue, bringing together tasty, nutritious local ingredients under a single, simple and inviting roof.

“ IT'S ALL ABOUT THE BASICS, ABOUT THE BEAUTY AND ENJOYMENT OF GOOD, WELL PREPARED FOOD ”



Chef's
COLLECTION
Premium quality kitchen
appliances & accessories

**ANDREJ KUHAR RECIPE
PIKE SOUFFLÉ
WITH TARRAGON SAUCE**

- 150 g pike (fillet without bones) • 50 g perch • salt
- Tabasco • 180 g cream • 2 cl dry sherry
- lemon juice • 1 tablespoon whipped cream

Butter four soufflé dishes and put in a cool place. Cut the pike and perch meat into strips and put in the freezer for a few minutes. Weigh the cream and put it as well in the freezer for a few minutes. Put well chilled fish into the Gorenje Chef's Collection food processor bowl, season with salt and add part of the cooled cream. While stirring, gradually add the remaining cold cream. Mix until the mixture is smooth and shiny. Add a teaspoon of whipped cream, Tabasco, dry sherry and lemon juice to the mass. If necessary, add salt and distribute into the greased moulds. Fill a baking dish with hot water up to a maximum of 2 cm and place the moulds in. Bake in a preheated oven at 180 °C for about 10-12 minutes.



A top-down view of a person's hands writing in a notebook on a wooden table. Another person's hand is holding an orange. The table is cluttered with ingredients like cinnamon sticks, limes, and a knife. The scene is lit with warm, golden light.

TOP 10 & TIPS TRICKS

IN THE KITCHEN

Good tips are kind of like good jokes: you can never remember them when you need them.

That's why we have collected a variety of good advice and kitchen tips, from storing to preparing food.

1

WATER WILL PRESERVE VEGETABLES AND MAKE THEM CRISPY

Put leeks, celery, scallions and other vegetables with stalks in vases. Keeping them in water helps vegetables retain water, preserving both their juices and strength until they're chopped and ready to use.



2



HOW TO KNOW IF A MUSHROOM IS FRESH

The cap should be closed so the gills can't be seen. The roots should preferably still be attached because the root is a natural preservative; it extends its longevity and keeps it hard.



3

HOW TO STORE YOUR CITRUS FRUITS

Oranges, tangerines and clementines prefer cool surroundings, ideally between 2-5 °C. Lemons and grapefruits get damaged when refrigerated and should preferably be kept at 10-15 °C. Limes have a foot in both camps and prefer temperatures between 8-10 °C. Remember the following rule of thumb: The sweet members of the family we invite in (the refrigerator), the sour ones we leave outside (on the counter).

4

HOW TO KNOW IF A CRAB HAS NICE JUICY FLESH

When handling live crabs, there are 2 quality controls. **LIFT:** It's important that a crab has some weight to it (3-5 kilos), otherwise it was probably caught several days ago. Crabs can't consume food once they're caught and begin to use up their own stores, meaning their own delicious meat. **TURN:** Female crabs are juicier than male crabs, so choose the female. How does one determine the sex? Turn it on its back and check the tail. Female tails are wide and round, the male tail is narrow and triangular.



5

HANDLE MEAT, EGGS, POULTRY OR FISH AND AVOID GETTING ILL

The word hygiene is derived from the name of the ancient Greek goddess of health, Hygieia. And of what use is she? Well, if she had lived during our time, she would surely do everything in her power to make you handle meat, poultry, fish and eggs like this: 1) Heat always to a minimum of 75 °C. 2) Refrigerate at no less than + 5 °C. 3) Avoid bacteria by keeping food separate during preparation and storage.

6

TO AVOID TEARS - SPRINKLE SALT ON THE ONION WHILE CUTTING

If you're tired of onions that make your eyes water, it helps to sprinkle salt on the onion while cutting. The scientific explanation is that onions emit sulphurous vapours when they are cut. Salt tends to dissolve and the ions are bound with the sulphur.





HOW TO MAKE A 5-STAR SAUCE IN 5 MINUTES

Just learn this formula: **1** Bring 1/2 bottle of wine (white for chicken, veal and fish, red for beef, lamb and turkey) and a diced onion to boil and reduce until thick and the acidity is gone. **2** Add 1/4 litre cream. **3** Add broth from the meat (or 1 bouillon cube) **4** Optional: Add mushrooms or herbs, such as tarragon, dill or parsley.

HOW TO KEEP YELLOW BANANAS IN LAYER CAKE YELLOW

7

Banana slices have a tendency to turn brown if you let them stand. Give them a little sherry. A little pineapple or lemon juice will also work.

8

9 HOW TO PREVENT CHEESE FROM MOULDING

Cheeses are social creatures. They keep best placed together with other cheeses sealed in a plastic container because they help keep each other moist. However, they like their space and would rather not touch each other. It's also best to avoid keeping different cheeses together for a long time. You can save anything from Norwegian goat cheese to Gouda and blue cheese for several months. If you run out of containers, you can place a few pieces of sugar in with the cheese. This also helps prevent mould.

10

KEEP BACTERIA FROM SETTLING ON YOUR CUTTING BOARD

It's normal: scratch your cutting board, and the bacteria move in. Choose a cutting board made of wood. Wood repairs itself (if it is regularly well oiled), so scratches to the surface close again. Wood also contains natural bacteria killers that destroy any bacteria trapped inside the repaired board.



less is

MORE

As much as we really want to show off our creative table setting skills and eye for detail, sometimes it is better to put as few things on the table as possible, starting from the actual dishes and portions, to the cutlery. Especially if the cutlery is elaborate, made with filigree and unique details...



Food on social networks

How many times have you marvelled at pictures of food on Instagram, Pinterest and Facebook, but you couldn't manage to make the food on your table look as attractive? Here are a few basic rules of food styling...



SYMMETRIC

placement

If you have roughly equal pieces of certain foods or dishes (like bruschetta, muffins, etc.), they will be eye-catching if you just place them symmetrically. Of course, such placement does not allow any details in the frame, so pay special attention to the selection of the background and the shooting angle.

RICH BRUSCHETTA

- 8 slices whole wheat or dark bread
- 8 slices of prosciutto
- 1 tablespoon capers
- 4 fresh figs
- 60 g blue cheese
- a few sprigs of fresh thyme

First spread finely torn or sliced cheese on bread slices. Spread slices of prosciutto over it, and then put sliced figs on top. Finally place drained capers and torn sprigs of thyme over everything. Serve cooled somewhat.

Tip: Bread can be briefly fried in a dry, well-heated pan and then gently smeared with butter.



STICKS WITH PESTO GENOVESE

- 500 g puff pastry • flour for dusting
- For the Pesto Genovese:** • 2 bunches fresh basil • 40 g pine nuts • 40 g grated Pecorino cheese • 40 g grated Parmesan
- 2 cloves garlic • 125 ml olive oil • salt

Into an electric mixer put basil, chopped pine nuts, grated pecorino and parmesan, pressed garlic and 50 ml of olive oil. Chop the mixture well, then add the remaining oil, salt and mix it all well again. Until you use it, keep in a tightly closed container in the refrigerator. On a floured surface, roll out each piece of dough until it is about 25x30 cm in size. Cover one part of the dough with the prepared Pesto Genovese, and fold the other part of the dough over it. Using a round cutter (for pizza) or a very sharp knife, cut the dough into strips about 1.5-2 cm in width. Line a baking sheet with baking paper, and place strips that you previously curled into the shape of screws on it. Do not overfill the baking sheet with strips, to prevent them sticking together during baking. If necessary, bake in 2 batches.

TIP PLUS: Bake in a preheated oven at 190 °C for about 15 minutes, and then turn them and bake for another 5 minutes. Remove them from the oven, let them stand for at least 10 minutes and serve.

CHOCO CAKE

- Dough:** 180 g strong flour • pinch of salt • ½ teaspoon baking powder • 70 g butter • 40 g powdered sugar • 1 egg yolk
- Filling:** 4 eggs • 150 g sugar • 150 g butter • 200 g chocolate • 40 g cocoa powder • 1 tablespoon soft flour
- Ganache:** 100 g chocolate • 100 ml whipping cream

Add salt, baking powder and powdered sugar to the flour and stir. Then add the butter cut into slices, egg yolk and cold water as necessary to knead into a smooth dough. Roll out the dough thinly and place in a greased cake tin (24 cm diameter) and prick with a fork. Bake in a preheated oven at 180°C for about 15 minutes, so the crust remains light in colour. Heat the butter, remove from the heat and melt chocolate broken up into cubes in it. Then stir in cocoa until you get a smooth mixture. Mix the eggs and sugar until they are foamy and add the prepared chocolate mixture and flour. Put the filling on the dough, even out and place in a preheated oven and bake at 150 °C for about 40 minutes. The finished cake is still creamy in the middle. Remove it from the oven and leave to cool. For the ganache, bring the whipping cream to a boil and pour over the broken up chocolate. Stir until the chocolate melts and you get a ganache.

element of SURPRISE

A detail associated with life situations, but that doesn't have much to do with food (such as newspapers) will give the frame a broader context because it will evoke a certain lifestyle along with the food. If you also happen to choose to serve the food in an unusual dish or in an unusual way, you will get an excellent effect.



the human **FACTOR**

To make the whole “situation” seem more interesting, more life-like and realistic, the human factor such as one or more hands in the frame will do wonders. It will evoke the atmosphere, making the moment look more attractive, as well as the food which seems to be asking to be consumed. Also, a rustic background, such as old, worn wooden planks will emphasize the old-fashioned, homemade ambience.

UNDER THE SPOTLIGHT **HEALTHY**

LIFE



A healthy and balanced diet is the foundation of a healthy lifestyle, so it is extremely important to preserve the nutrients in foods that are otherwise lost during the preparation process

In the complex process of cooking, many different things happen and innumerable circumstances collide. It takes a lot of scientific knowledge and years of development in order to come up with features and functions that are able to treat food not only as a robust source of energy, but also as a delicate source of vitamins, minerals, fibre and, of course, smell and pleasure. Gorenje ovens enable anyone to prepare food while respecting all its valuable ingredients, with an emphasis on the needs of the body. Steaming is the healthiest way of preparing food, as it helps foods retain their structure, shape, colour, taste and all the nutrients. Through steaming, food does not come in direct contact with water, retaining most of its nutrients because the loss of water-soluble vitamins and minerals is minimal.

PREVENTING FOOD FROM BEING SOGGY

A cloud of clean steam is distributed throughout the oven, without any drops

“ **STEAMING IS THE GENTLEST THERMAL PROCESSING METHOD** ”

The fact that after preparing such a meal the kitchen is clean, virtually untouched, certainly is one of the benefits of steaming

PREPARING FOOD

of water that could make it to the food and make it soggy - thanks to the steam generator which extracts water from the steam, so that the oven remains completely dry and clean.

ACHIEVING A SOFT AND GENTLE TOUCH IN YOUR FOOD

After the steam enters the oven cavity through numerous openings, a special fan distributes it evenly, giving the food a soft and gentle touch. One water tank is sufficient for the entire cooking process, so you do not need to open the oven door again, which saves time and energy and improves the overall results of steaming.

CLEANING THE OVEN IS A THING OF THE PAST

The descaling feature works automatically - when necessary, it reminds the user to include this function, after which it takes only an hour to complete the procedure.

Processing raw food HOW TO PRESERVE NUTRIENTS

Every appliance from the Gorenje VitaWay collection has been designed to support your healthy lifestyle, featuring special functions that preserve the nutrients usually lost in standard food processing methods. The collection includes a power blender, a slow juicer, a cold oil press machine, as well as a set of ceramic steaming pots.

OIL PRESS for cold pressing

Keeping the oil temperature below 49 °C during the pressing process allows the oil to retain vitamins and minerals that may be destroyed at higher temperatures. In CUISINE, oil is used for cooking, frying, steaming, all kinds of dressing, warm and cold dishes. In the BEAUTY segment oils are used for body and face massage, hair, nail, and eyelash care and also to liven up the skin. MEDICINAL effects of oil have been known for a long time. Most commonly, oil is related to cholesterol level, but it is also used for regulating digestion, treating skin inflammations, regulating gastric acid and blood pressure.



3 MODES OF OPERATION

- steaming, hot air baking and a combination of the two.

Food will be cooked or baked to perfection, as the droplets forming when the pure steam comes into contact with the cooler food are immediately vaporized by the heat coming from the bottom heater. The oven can even be used for sous-vide.

“ FOOD COOKED IN A STEAM OVEN HAS A FULLER AND MORE INTENSE TASTE



SOUS-VIDE IS A METHOD of cooking food in a vacuum at a stable temperature that is normally only reserved for professional kitchens, but Gorenje offers you the opportunity to make it also at your home.

TECHNOLOGY IN SERVICE OF HEALTHY FOOD Gorenje's combined steam oven cooks the food with pure steam and features an enhanced steam injection technology that preserves the structure of the food so that it doesn't become soggy or overcooked, retains most of the vitamins and minerals and comes out of the oven with an even fuller and more intensive taste. Operating the oven couldn't be more effortless: you simply select the baking setting via the colour touch screen of the intuitive HomeChef control interface, which allows you to easily check and adjust the settings.



reddot design award
winner 2016

“ NATURE IS
FUEL FOR
THE SOUL
AND PLANT
VIBRATIONS
HAVE A
BENEFICIAL
EFFECT ON
THE HEALTH
OF THE BODY

Did you know...
...the latest Gorenje models
use almost half the electricity
and water in comparison with
models from over 15 years ago.



THINK GREEN

We will reveal the most effective methods of restoring your mind and body with the help of nature, but if you are constantly taking something, you should also give something back... so, consider the energy efficiency of the products you use and the ones you are planning to get

When was the last time you stood barefoot on the ground? And I do not mean running from the towel to the sea on the beach. When did you stop in a forest and breathe in deeply or hug a tree? All this, according to numerous studies, can bring tremendous benefits for your body and mind. Nature has a number of healing abilities, but even though it's all free of charge and close at hand, for some reason we tend to ignore it. Perhaps, after reading this text where we mention scientifically proven effects of the sun, earth, water and light on our energy and overall health, you might try to really make use of nature in the right way. And pay her back for that, so that your children - and their children could enjoy the same benefits.

WHAT CAN YOU DO FOR NATURE?

There are a lot of the things you could do on a personal level to contribute to energy savings and thus help preserve our third rock from the Sun. Here are some ideas:

Replace ordinary light bulbs with energy saving bulbs - they use less electricity and last ten times longer

Do not leave the lights and TV on when there is no need for it. Always unplug chargers for gadgets from the power socket after the battery is full.

Wash your laundry in the evening, when the power consumption, and its price is lower. Hang-dry your laundry more often instead of using a dryer and use an eco detergent.

Drive economically - without gunning the gas, with the windows closed, and for shorter distances use public transport or, even better, a bike. Not to mention what an effective exercise walking is...

By choosing energy-efficient household appliances you will reduce your electricity and water bills and help preserve the environment.

- Letters and colours determine the energy efficiency of appliances, placing them in a certain class. The highest grade is A+++. Appliances with this label are the most energy efficient. For instance, A+++ cooling equipment and driers are up to 60 percent more energy efficient than those in class A, and washing machines and dishwashers up to 30 percent
- The A class is followed by classes B, C and the worst, D. The highest class is always green, and the lowest red. All Gorenje products are A+++, A++, A+ or A.
- Energy efficiency is not only affected by power usage, but other factors as well. For instance, the coolers class will also be determined by the sum of all the volumes and how much noise they emit. In washing machines, water consumption is taken into account, as well as the effectiveness of the spin, while for dishwashers even the washing and drying efficiency.



Energy saving washing machine and dryer

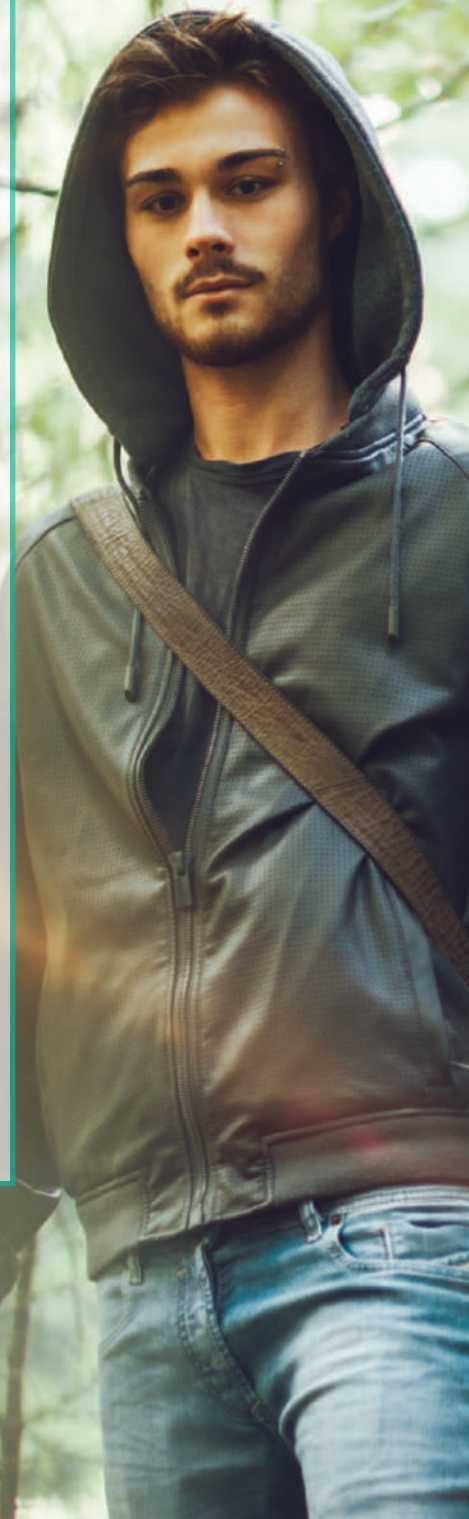
Gorenje's **premium washers** feature powerful and reliable InverterPowerDrive motors, whose brushless design prevents mechanical loads, friction and wear and tear, ensuring improved washing efficiency, A+++ -20% energy efficiency, quiet operation and a longer service life.

Besides the extraordinary power and high efficiency, this washing machine has SensoCare technology which enables every type of fabric to be washed in the best possible way. Depending on the fabric, it always offers the optimal combination of temperature, quantity of water, time and spin speed. Cotton and synthetics washing programs can be customized further: The NormalCare washing mode is a preset mode in which all four parameters are optimally combined, TimeCare shortens the washing time, AllergyCare uses more water and an extra rinse, while EcoCare is the most energy-efficient way of washing. Stain Expert provides the perfect combination of temperature, time and water to remove stubborn stains.

Gorenje's **innovation-award-winning** generation of dryers includes several models ranging from exhaust to condenser types. The heat pump condenser dryer boasts state-of-the-art technology and A+++ energy efficiency, which ensures energy savings of up to 63% compared to class A efficiency.

Did You know...

Gently and effectively taking care of laundry, SensoCare washers and dryers can even make allergies go away



WHAT CAN NATURE DO FOR YOU?

Fresh air has a better effect than caffeine

Nature is fuel for the soul - scientists who argue that we get more energy from spending time in the fresh air than when we reach for caffeine are getting more and more vocal.

Hug a tree - and you will calm down

Maybe it sounds like a joke, but it has very serious effects - it increases concentration, reduces depression and stress, eases headaches and helps alleviate symptoms of mental illnesses. Scientists explain that with the beneficial vibration of plants. One experiment showed that drinking just one glass of water that has been treated with a frequency of 10 Hz immediately modifies blood clotting. The same goes for trees - their vibration directly affects biological processes in our body.

Ground yourself and - get energized

The surface of the earth has an unlimited supply of free electrons. Scientists know what this means, but what does this mean for you? In direct and regular contact with the earth (so barefoot, without shoes) earth electrons stabilize natural electricity from your body. Your body - from the cells to the organs - works also thanks to the function of electrons, and the stabilization you

achieve has positive effects on your body - it reduces chronic inflammation, improves sleep, reduces stress and increases your energy.

Soak in the sun and increase your endurance

Among other things, sunlight increases the level of oxygen in the human body, increasing as well the capacity of delivering oxygen to tissues - which is similar to the effect of exercise. This increases our physical endurance, agility and muscle development. And this holds true not just for sunny, clear days, but also the gloomy winter ones, when you do not feel like leaving your home. But now we've given you a reason to do so.

The good blue energy...

We are talking about the energy of the sea, rivers, lakes, and even city fountains: the impact of water energy on human health. In numerous research, most respondents react well to greenery, meadows and forests, but everyone responds better to blue scenes with water. In the end it turned out that the combination of green and blue water is the best for people. The heart rate, blood pressure and mood of respondents improved while they looked into the water, even in city fountains. Surely you have some of this, at least a city fountain, near you, right?

“ IN DIRECT CONTACT WITH THE EARTH, ITS ELECTRONS STABILIZE THE NATURAL ELECTRICITY OF THE HUMAN BODY

TECHNO geniuses up close and personal

Can you imagine a distinguished engineer driving a Formula 1 or traveling into the unknown? Here are some interesting facts from the lives of Gorenje's great driving forces, which are behind the company's technological progress



BLAŽ BREZOVNIK
DEVELOPMENT ENGINEER, R&D COMPETENCE CENTRE FOR COOKING, VELENJE, SLOVENIA

- **I am the most proud of...** the new generation of built-in appliances, on which a large group of developers have worked. I am proud to be part of this team as the result is really beautiful and technically sophisticated premium class oven. And on the IQcook induction hob too, with which we contributed to better and healthier way of cooking. At Gorenje, we were the first to advance a known technology to a level when it truly affords added value for the user.
- **I spark new ideas when...** I face a task that is out of the ordinary, or

when I see something complicated. I usually start thinking about how to simplify the matter or replace it. I am internally motivated by my curiosity and the desire to have something that not just anyone can have. I prefer extraordinary things to standard ones.

• **My out-of-the-box experience**
There have been quite a few :-) a ride on the roof of a car is one of them.

• **My vision of the world says ...**
It may be that a home appliance will be a mini home assistant and consultant on healthy food. Or our major appliances will turn into a small 3D food printer.

“ I PREFER EXTRAORDINARY THINGS TO STANDARD ONES”

“ IN THE FUTURE I THINK HOME APPLIANCES WILL BE COMMUNICATING WITH EACH OTHER”

PATRIK JANSSON
LABORATORY MANAGER,
R&D COMPETENCE CENTRE FOR DISHWASHERS, LIDKÖPING, SWEDEN

- **I am the most proud of...** the paddle for Asko washing machines. It combined innovative function and design together with a customer benefit that can easily be described in a sales story. The paddles were proven by a third part laboratory to have better performances compared to the competition.
- **I spark new ideas when...** New ideas are more easily discussed in an open climate where the innovation process is a part of the daily work.
- **My out-of-the-box experience**
Hard to say, I guess I am not an unconventional person. I once drove a Formula 1 car, it was quite crazy.
- **My vision of the world says...** In the future I think home appliances will be communicating with each other and will be using energy from a more intelligent centralized power source.



“MY OUT-OF-
THE-BOX
EXPERIENCE
WAS TO TRAVEL
WITHOUT
REALLY
KNOWING
WHAT TO
EXPECT IN
SOME LESS
TRAVELLED
AREAS OF THIS
WORLD”



VINCENT HOFSTEE,
SENIOR PRODUCT MANAGER,
R&D COMPETENCE CENTRE FOR COOKING,
DUIVEN, THE NETHERLANDS

• **I am the most proud of...** the Fusion Volcano wok burner and the intuitive oven user interface with a TFT touch screen. In 2015 we received 4 Red Dots!

• **I spark new ideas when...**The generation of new ideas can take place anywhere: from observations and discussions with end users, visiting retailers and fairs, travelling around. Very important also: under the shower :-). Getting inspired by areas other than our own business, like automotives, architecture and art.

• **My out-of-the-box experience**
to travel without really knowing what to expect in some less travelled

areas of this world. Quite an adventure, a great experience.

• **My vision of the world is...** an idealistic one: a sustainable planet with a possibility of a good life for everyone who is willing to work hard. With some more attention for people that don't have all the opportunities.

We can contribute a lot by developing meaningful and relevant products, to play our role in future global challenges. But also to enhance the quality of life on the meta-level: it's great when people spend time with each other, also taking care to prepare good food.

I would like to develop intuitive-to-use appliances for a variety of cultures and habits, instead of requiring our customers to adapt to our system.



“AFTER 35 YEARS, THE TURN IN OUR STREET STILL FOLLOWS THE SAME COURSE – THE COURSE DETERMINED BY KIDS (ME AND MY FRIEND) ON SKATEBOARDS”

MIRAN RAZBORŠEK
DEVELOPMENT ENGINEER, R&D COMPETENCE
CENTRE FOR LAUNDRY CARE, VELENJE, SLOVENIA

• **I am the most proud of...**
“process air injection with a flap on a condensation dryer with a heat pump”, which allows bi-directional air injection. This allows bi-directional drum rotation, which in turn leads to more even laundry drying. The solution was dubbed TwinAir.

• **I spark new ideas...** in a number of ways. Sometimes they come in a flash, and sometimes it is a long process as I work on them in my

head, refine them and then seek to bring them to action with prototypes.

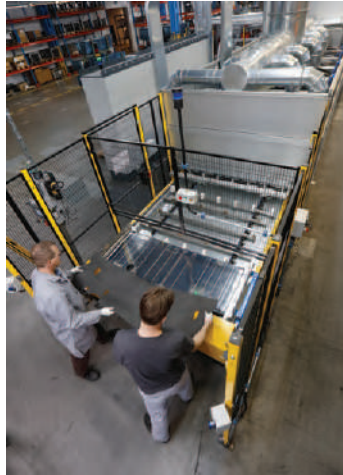
• **My out-of-the-box experience**
When the street where I lived was traced out to be paved, a friend and I slightly changed the course of the street the day before paving, unbeknownst to the construction team, of course, by moving the stakes and adjusting the turn in the area where the road descended from a slope to a level terrain so it would be better for skateboarding. After 35 years, the turn in our street still

follows the same course – the course determined by kids on skateboards.

• **My vision of the world says ...**
In washing machines and dryers we may see the development of microwave dryers and ultrasonic laundry cleaning with chemical additives for stain removal. New materials with a memory effect will render ironing superfluous. The clothes will have the function of a changing creation – one garment, changing design.

MAKING OF

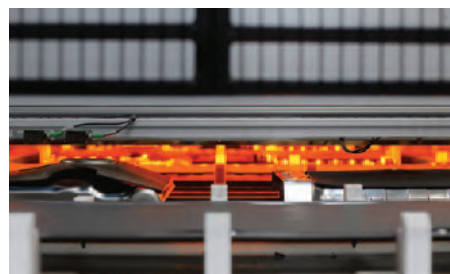
HOW TO MAKE A STAR



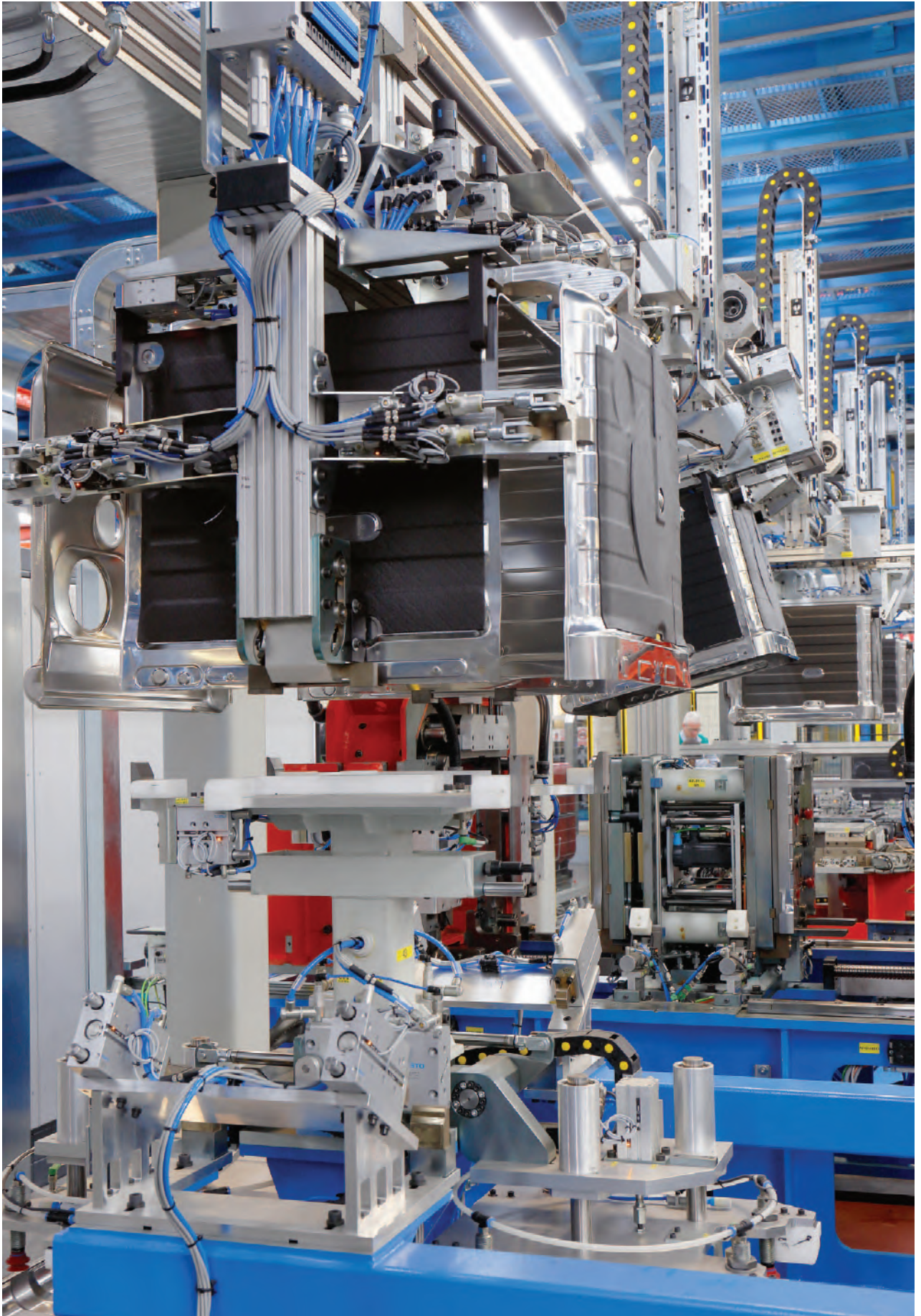
Beauty is in process, so actually - real life art lives in the Europe located factory where Gorenje stars are made

QUALITY GUARANTEE

The production of Gorenje products is carried out in Europe.



FREEESTANDNIG SMARTFLEX DISHWASHERS completely adapt to your needs with a variety of functions and an interior that is entirely adjustable. A+++ -10% low energy consumption - Inverter Power Drive - Ion Tech - Total Aqua Stop - Total Dry - 15 min SpeedWash





Are you aware that the emotions our favourite brand inspires in us are just as intense as those caused by close friends? Let's clarify...

Even though brands cannot embrace us and do not love us back like a real person, they still cause similar feelings as our loved ones. Consider how many times you have used the verb LOVE when talking with your friends about your favourite soda pop, manufacturer of jeans or household appliances? Design plays a crucial role in the success of a certain brand. Consumers may not know it, but they simply feel it when it's out of date, pretentious or when it's not in line with the image of the brand to which it belongs. That is why manufacturers place great efforts in the visual identity of the product.

with modern design will attract our attention sooner than objects that are merely functional. Experts explain that manufacturers know how to produce functional pieces, but it is much more difficult to design a product that will be loved. That is why aesthetics are increasingly given greater importance than functionality. This fact is further underlined by Philippe Stark when he posed for the cover of Norman's book "Emotional Design" with a lemon juicer called Juicy Salif. The famous designer admitted: 'My juicer is not designed to squeeze lemon juice, but to start conversations.' Karim Rashid, on the other hand, is known by his statement "Pink



WHY DO WE care about design

Simplicity as the ultimate form of sophistication

Design can be defined as artistic shaping of objects for use, and it includes everything: from industrial mass production objects to small-scale pieces of clothing, furniture, graphic layouts of magazines and books, even computer or smart phone screens. When it comes to design, many believe in the saying that simplicity is the ultimate form of sophistication, and prefer minimalism. This is proven by famous designers, such as Philippe Starck, Karim Rashid and Ora İto, who observed this principle while creating designer lines of household appliances for Gorenje, which thrilled the consumers.

Functionality vs. aesthetics

Looks aren't everything. But a nice piece of clothing, attractive packaging of dark chocolate with a high percentage of cocoa or a range hood

is the new black," which discreetly touches on the fashion industry, where, for instance, the little black dress has an untouchable status.

Overall satisfaction

In a certain way, beauty brings pleasure into our lives. but when it comes to lots of products, pleasure is completed only with functionality. That is why the Gorenje team design around people's need not features they can create. They design practical, clever and useful tools for home living and enjoyment and products that fit their customers' lifestyle needs. The Gorenje product is perfect match for its user being a trustful and reliable daily assistant, who reduces complexity in peoples' life. It's about simple but meaningful things that make the product great. Actually that's all we want from products - unique design which doesn't only make them look good but also makes them easy to use, which is the motto of the Gorenje design team.



Gorenje small appliances by Karim Rashid: electric kettle, microwave oven and toaster

Gorenje brings famous designers to your home Karim's designs are famous for their natural soft lines and attention to detail. His work is globally recognised, as it speaks a universal language of beauty. New York based Karim Rashid is a member of the global design elite, and as an award-winning designer he is the creative force behind countless global design objects and icons.







REFLECTIONS OF YOUR LIFE IN THE KITCHEN

BY PHILIPPE STARCK

Discover what a kitchen looks like which tells the story of its user's lifestyle, at the same time reflecting their personality, while the kitchen appliances provide a pleasant, warm and human feeling!



What happens when you combine the creative power of an internationally renowned designer and one of the world's leading manufacturers of household appliances? A dream home with a collection of kitchen appliances that reflect your personal lifestyle and personality! Cooperation of the world famous French designer Philippe Starck

and Gorenje has resulted in a stunning, recognizable kitchen and technologically flawless appliances. With its minimalist design and highly reflective glass and stainless steel, the Starck kitchen easily fits into any environment. In creating it, the famous designer did not forget the smallest details, which he brought to perfection. Gorenje by S+ARCK also stands out by its

superior energy efficiency and consists of a series of ovens, range hoods, refrigerators, induction and gas stove tops, warming drawers and decorative doors for built-in refrigerators and dishwashers. Elements of differentiation are the distinctive handles whose design combines stainless steel and the colour orange, which infuses every kitchen with a spark of life and makes it recognizable. One thing is for sure - in everything he does, including his first collection for Gorenje, Starck is guided by his mission of serving society, by providing it with the best quality at a reasonable price. All his products are created with intelligence, quality and integrity, characteristics which are also high on the list of priorities of Gorenje.

Serving society through work is Starck's guiding idea

"Every object, every shape, every style must have a meaning and that meaning affects us every day," on one occasion Starck explained his work. In his work he never forgets his mission and vision - that creation, regardless of the form it takes, through the objectives of being "good" before being "beautiful", has to, in the broadest sense, make life

USERS CAN CREATE THEIR OWN UNIQUE KITCHENS, ADAPTED TO THEIR LIFESTYLES AND PERSONALITIES

better for the greatest possible number of people. If you want to introduce a new idea or theory, create something completely new and different, or gain new experience, it has to be stronger and better than anything which already exists, says Starck and notes that he always bears in mind that he is not designing things for himself, but



TOP PERFORMANCE

IconTouch makes managing the Gorenje by S+ARCK oven simple, and it only takes a light touch to close the door softly, without making any noise. Due to the carefully placed MultiFlow 360° holes on the back wall and a unique HomeMade shape, hot air is distributed evenly throughout the oven.

for people who will have to live or experience his work. Therefore, if you are wondering how to improve your quality of life - head to Gorenje and find the answer.



INTERIOR OF GORENJE OVENS
Gorenje by S+ARCK ovens have a distinctive rounded shape and allow simultaneous use of five levels.

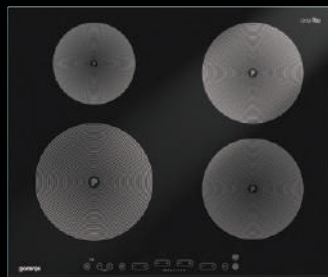
“ YOU HAVE TO DESIGN IT NOT FOR YOURSELF BUT FOR THE PEOPLE WHO WILL LIVE WITH IT OR EXPERIENCE IT



DARK SIDE *of* ORA-ÏTO



Black is a symbol of power, prestige, authority, elegance and mystery, so the black line of home appliances **Gorenje Ora Ïto** immediately gained many fans. The good news is that the continuation of their cooperation is expected soon



French designer behind the famous Ora-Ïto brand believes in simple complexity (simplicity) that combines complex functionality with ease of use of a particular object. His signature design is described as minimalist with organic and futuristic elements, which are the exact guidelines characterising the designer line of home appliances he created for

Gorenje. The Gorenje Ora-Ïto Black appliances collection includes ovens, hobs, hoods, built-in and freestanding refrigerator, decorative panels for microwave ovens and dishwashers, and built-in microwave ovens. In addition to its design, the line is characterised by top quality, innovative technological solutions and environmental awareness in the selection of materials.



THE COLOUR OF POWER AND PRESTIGE

Black is an achromatic colour - a symbol of power, elegance and mystery. On the global scale, black sends a message of authority and prestige. Studies have shown that packaging and items in this colour look heavier and with a higher monetary value compared to the same things in another colour. Although the 39 year old designer from Marseille does

not follow the latest trends when it comes to design, in the black home appliance line he used the timeless colour loved by the fashion world. The little black dress is the best example of this, something every woman must have in her wardrobe. Not only is this non-colour visually slimming, but it also provides endless combination possibilities.



SIMPLIFIED RULES OF COMBINING BLACK WITH OTHER COLOURS

- If you want to achieve the effect of elegance and sophistication in your home, combine black furniture with gold or silver accents.
- A touch of luxury is achieved by combining it with flickering dark blue, while shades of gray will contribute to the elegance of an area with black details.
- In nature, but also when travelling, the combination of yellow and black indicates danger. However, in interior design, this combination is completely safe, modern and elegant.
- Although red and black perfectly complement each other, in most of the world this combination has sexual

overtones, so be careful when using it in interiors. Spaniards love it and often use it in interior design because it is part of their heritage.

- To soften the harshness of a room filled with black furniture and to add a dose of femininity, use a dash of shades of pink.
- Black furniture combined with apple green walls is a calming and organic combination that is especially recommended for decorating kitchens and dining rooms.
- When combining colours with black, remember that the brighter they are, this less serious will the room be.





ORA-ÏTO

WHITE FIGHTS B(L)ACK!



White is the colour of innocence, purity and new beginnings, and the star of the household appliance collection **Gorenje Ora ïto White**



“The kitchen is a part of our everyday lives, it is a special challenge to design products that reflect this,” admitted ïto. The designer who boasts collaboration with Adidas, L’Oréal, Toyota, Heineken, Nike, Danone, Kenzo, and other well-known brands in his rich portfolio also used his formula of simplicity when creating the Gorenje Ora-ïto White. Modern household appliances are characterised by ease of use of the product, the wealth of material from which they are made and the sophisticated look of the collection. Ora ïto minimalist style with futuristic elements is particularly noticeable in the white collection, whose simple lines mirror the contours of the

future. Le Blanc is the light of the world, and every detail is visible in its purity and simplicity. Form associated with white is endowed with special meaning. Light created through the fusion of all colours does not allow mistakes. Therefore, the appliances of the special Gorenje Ora-ïto collection are dressed in white. There is nothing superfluous, everything serves its purpose, the gaze is captured only by white and a touch of thoughtful effectiveness. In a kitchen full of white, everyone can find their own expression. “Those who think in colours choose white. And in such an environment, they experience all the diversity of taste and smell, truth and ingenuity,” says the French designer.



THE COLOUR OF INNOCENCE AND PURITY

Psychology tells us that white is actually a canvas on which to create. It is a symbol of innocence, new beginnings and equality. This achromatic colour is very safe and conservative, perfectly embodying the definition of simplicity, perfection and integrity.

White is the colour of protection and encouragement, comfort and hope. It helps calm emotional turmoil

and restore a person's entire energy system. White is a great idea when you want to create the effect of cleanliness and efficiency both in space and in creating products. That is why brides in the West wear gowns in this colour when they get married, while doctors wear coats in the same shade. Although not in itself stimulating, it is excellent combined with other colours.

“ **THOSE WHO THINK IN COLOURS CHOOSE WHITE. IN SUCH AN ENVIRONMENT THEY EXPERIENCE A DIVERSITY OF FLAVOURS AND FRAGRANCES...**

SIMPLIFIED RULES OF COMBINING WHITE WITH OTHER COLOURS

- White furniture combined with white walls and details may seem too cold and sterile, so a touch of other colours is welcome in your home. But bear in mind that too many colours may be confusing, so keep your selections in check.

- White furniture combined with turquoise walls or detailing evokes the summer, and gives an impression of total relaxation. This is a great combination which will soothe all your senses.

- The soothing effect will also be achieved if you combine white furniture with different shades of green.

- If you want to visually enlarge an area, turn to neutral combinations of white furniture, brown wooden floors and beige

details. A bright coloured painting will bring life to this sleepy design story.

- You can also bring life to your living area with bold orange that adds vibrancy, as well as a certain amount of warmth. It will not be too showy if you put it in a room with large windows and a sufficient amount of natural light.

- A touch of pink and light purple will transform a cold room into a romantic and gentle woman's oasis.

- Red is not prohibited in combination with white. On the contrary, it provides an interesting colour contrast. But it would be better if you selected just a few details in red, so you do not overwhelm your senses.



FIND THAT SPECIAL BOND



Your car tells us
how good and
demanding you
really are in the
kitchen





THE SPORTY TYPE

HE LOVES driving fast, sports cars and living on the 'edge' of traffic rules. He prefers casual clothes that don't restrict him in his daily activities.

WOMEN LOVE HIM because of his addiction to adrenaline activities with an adventurous spirit arousing all the senses. He is creative and willing to experiment, so you're never bored in his company. With him you can discover the beauty of white-water rafting, climbing forested slopes with a Zip Line or diving in the beautiful underwater world. He attracts with his curiosity and boundless energy.

IN THE KITCHEN his first choice are plug and play home robots that include the juicer, blender and other useful choppers. The sporty type spends a lot of time outside the home, so in the kitchen he relies on appliances which in a smart, effortless and simplified way allow him to consume foods full of vitamins, minerals and dietary fibre.



THE BUSINESS TYPE

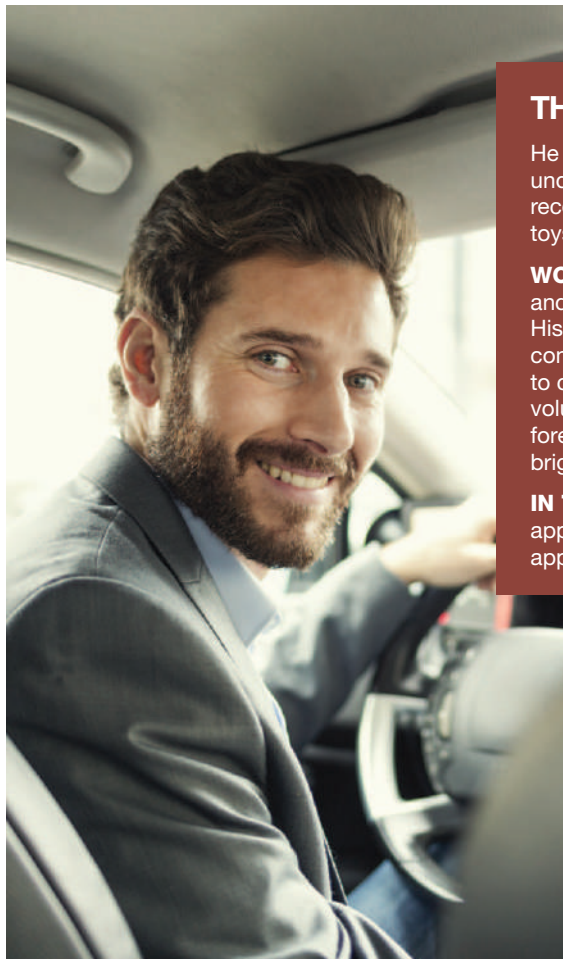
The TYPICAL dress code of a man who is always pleasant and clear includes a suit, tie, polished shoes, wristwatch and an upper middle or high class car.

He **ATTRACTS ATTENTION** with his intelligence and organisation. He is always up to date with the current events, thus standing out as an excellent conversationalist. He is rational, practical and focused on achieving his goals. He gives excellent advice, especially regarding careers or finances. With him, you always know where you stand, which gives your interactions a certain degree of security and freedom.



He makes decisions easily and he usually does it in an elegant way. He smoothly moves and has no second doubts. That's why the wine chiller is the **PERFECT CHOICE** for him.



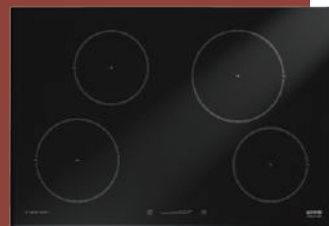


THE FAMILY GUY

He is **PRIMARYLY** a dad with a lengthy list of responsibilities, easy to understand, to communicate with and to remember. On the road you will recognize him by the voluminous caravan which fits the whole family, pets, toys, spare tires and all the other necessary things.

WOMEN FALL FOR HIM because he is the embodiment of responsibility and always reliable. He is organized and protective of his loved ones. His softer side is particularly evident in communicating with children. He is a shoulder to cry on after getting an F in school, a volunteer for a children's doll tea party and forever a good guy who always looks at the bright side of the story.

IN THE KITCHEN he always chooses appliances of non complex usage, so he appreciates a top-quality, reliable cooking hob.



THE HIPSTER

He shows **TYPICAL** affinity for a unique design language that triggers design recognition. Therefore, we will most often see him in cars like the Mini Cooper or the Volkswagen 'beetle'.

HE IS IRRESISTIBLE because of his thick beard and black framed eyeglasses that are not his only trademark. He is a renaissance man who enjoys testing his own possibilities and capabilities. He is artistic and interested in different aspects of life. He has no prejudices and does not believe in the male-female division of labour. With enthusiasm he will attempt crocheting and baking cakes, and then throw himself into renovating the garage or chopping wood for a romantic fire for two.

He **EMPHASIZES EMOTIONAL** rather than technical language. He loves to eat and cook, which is why his retro fridge is always full of locally grown and organic ingredients which he will use to prepare an irresistible meal for all the senses.



MARRIED MEN WOULDN'T GIVE UP...

...boys' nights out when everything is like it used to be when we were younger... And I'm not referring to scenes from "The Hangover"

T

here is no better feeling for a man than knowing that tonight he'll hang with the rest of the gang. When you get verbal, written permission even, from your better half to go out with the guys. And when you spend the day making various combinations with your crew, a few males in their late thirties with a tendency to creatively spice up an evening of socializing. Our small gang includes **doctors, managers, artists, TV producers...** But we're all boys from the 'hood', who were once considered quite something in the western part of the city. Today, only memories remain and the occasional story of our youthful follies which no one believes anymore except us. But we still think we're great. And so from time to time we get together and spend an evening enriched with bad jokes, occasional disco dancing, argued debate on "whether it was offside or not", "silicones or not".

“ I ADMIT IT, WE STILL GIVE EACH OTHER HIGH-FIVES WHEN WE TELL A GOOD JOKE

"chicken or the egg"... Sometimes we also meet to play cards. We like Poker, but Poker does not like us (neighbour's dog whose irritating yelping is comparable only with the call of a horny mouflon during the mating season). However, most

frequently we play Playstation at one of our places, with good food and a bottle of wine. We toss the ball around, barbeque, cook, sauté, psychologically try to outsmart each other and drink wine (which must be well chilled, never lukewarm) and together we all feel like we're teenagers again.

And these are the moments I would never renounce. Even though I am now a **father, husband, neighbour, idler and reciter of educational measures to my girls**, I'm just a man who is happy he can say for himself that he is still hanging on. Both physically and socially. I still have my crew I spend time with every month and once again feel younger than I am. Because I'm not. But with them I'm a kid again, and every moment reminds me that we are a gang that roars like primates when our team scores a goal, and does a high-five when we tell a good joke. Because that's who we are... a gang that was once permanent and now is occasional. But that's enough to feel that we are one and that we are grateful to have each other.

And we'll have each other for the rest of our lives. With dinner, playing cards, going out and Playstation. And an occasional visit to the strip-bar. But more on that another time... You do not need to know everything immediately.



GOOD LOOK FROM THE FRIDGE

I adore all the creams and hi-tech appliances in the service of beauty, but sometimes I just get the best result by mixing the ingredients from my own kitchen

The question mark in my neighbour's eyes has finally disappeared. Yesterday I told him why a strange smell sometimes comes from my apartment. As soon as the fine lines around my eyes somehow appear a bit deeper, the **first cup of coffee, instead of going straight into my stomach - goes right on the face.** Of course, in combination with a teaspoon of olive oil, half a teaspoon of honey and the contents of a B complex capsule. But given that I also tend to make such preparations when I'm bored, when I feel an attack of creativity (or perhaps vanity), my neighbour constantly lives in fear of the strange smell, although I think **he can count his blessings** until he

yolk and olive oil for the hair (great result, but the smell was unbearable), crushed cucumbers with oatmeal for the face (I highly recommend it!) and coconut oil for foot care (very effective). I'm now planning to try out a recipe by the beauty-blogger who rubs her eyebrows with red onion juice and swears they are becoming thicker and more beautiful. I love this mixing, putting stuff on my face and the anticipation of a fulfilled **promise of beauty and youth for less than one euro.** But I still love the beautifully designed bottles, jars, artificial fragrances..., and so far I have not found a strong enough natural SPF like the 50 UVA/UVB which I buy in pharmacies (although coconut oil does have a small factor, just so you know) and the skin on my body has never glimmered as it does after I apply the lotion with shimmer. So I decided to compromise and take the best of both worlds - a little from the kitchen, a little from perfumeries.

Okay, I admit it, holding that nicely designed bag from the perfumery I walk a little slower up the stairs in hopes that the handsome neighbour will walk by and realize I am not some freak from those hippy films, but a young (khm) urban woman who smells divine. Although the secret of my beauty is mainly found in the fridge. In any case, that's something only women understand.

“ THE SECRET OF MY BEAUTY IS FOUND IN THE FRIDGE, EVEN THOUGH MORE THAN ANYTHING I LOVE TO STROLL WITH A BAG FROM A PERFUMERY

sees me with a mask on my face as I head down the stairs to throw out the garbage.

Or until I decide to make a mask that can keep in the fridge for days! Because that would mean constantly repeating the process a few days in a row. So I felt the need to somehow justify myself to him, while at the same time bragging about my DIY beauty portfolio which already includes a mask with yogurt and honey for the face (fabulous!), egg

PINK STAR & HOB GORENJE DESIGNED BY KARIM RASHID

Pink star is the most expensive ring in the world sold a year ago at Sotheby's auction for 62,3 million euros. This almost 60 carat pink diamond was cut and polished for two years. We're sure that every woman would like to see this precious ring on her finger, but in the kitchen there are certainly other precious things. One of them is the induction hob Gorenje by Karim. The most modern cooking hob of all time is characterized by speed, energy efficiency and safety, and touch control. The PowerBoost function for power heating additionally boosts the capacity of this induction cooking hob.



Beauty & the high-tech beasts

RUINART BLANC
DE BLANCS &
THE GORENJE
MONARQUE

The play of light on the bottle of this limited edition champagne shows the golden reflections of the Chardonnay, the most symbolic grape variety of the French house Ruinart, a world leader in champagne since 1729. This champagne is an excellent accompaniment to seafood and shellfish. Ideally, a Ruinart is best kept between 6 to 8 °C, so that it can be poured and then consumed at 8 to 10 °C for optimum taste of its opening and bloom. Of course, the bestselling champagne in Europe should be stored in the premium wine chiller Gorenje Monarque.



Fans of design
and quality will
find a common
thread in luxury
products
of various
categories



LOUIS VUITTON
ALZER & GORENJE
RETRO FRIDGE

The most iconic signature piece by Louis Vuitton is this suitcase model born of the purest travelling tradition. Just as the suitcase carries tales from its travels, the Gorenje retro fridge speaks its own unique tale. Its combination of amazing appearance and technological advancement is something you cannot take your eyes off.

BLAST FROM THE PAST

If you're a free spirit and love the style of the 1950s and 1960s, you will adore the retro fridge that imitates the Volkswagen van - an icon of the flower power culture, recognized around the globe.



RETRO REFRIGERATORS PRESERVE FOOD MOISTURE AND FRESHNESS

Nowadays the Volkswagen van is a highly valued collection piece that symbolizes exactly that - spontaneity, a free spirit and the sense of freedom of the times when it was created. That makes it a perfect match for the Gorenje Retro line, whose 1950s-inspired design features typical rounded edges, a robust handle and a

large logo. Just like the VW van around today, whose owners take great pride in restoring and updating their interiors and converting them into luxury vehicles, the VW licensed Gorenje Retro fridge edition is a vintage piece only on the outside. Its interior features cutting-edge technology with advanced functionalities that allow it to fully adapt to the user's lifestyle.



When nostalgia meets technology

Gorenje's colourful Retro refrigerators are timelessly modern appliances which combine the best of both worlds – a nostalgic blast from the past and modern, energy-efficient and environmentally friendly technology of the future. Gorenje has upgraded its Retro refrigerators to the existing platforms used in the IonGeneration freestanding refrigerators, which imitate outdoor conditions, keeping your food fresh for much longer. Gorenje has responded to user demands with a number of smart solutions: slide-out shelves, adjustable door bins that enable easy repositioning up and down by means of a multipoint height adjustment system and doors that can easily be opened even when the refrigerator is placed right by the wall or close to another appliance.

**VW LICENSED
GORENJE RETRO
FRIDGE EDITION IS A
VINTAGE PIECE ONLY
ON THE OUTSIDE.
ITS INTERIOR
FEATURES CUTTING-
EDGE TECHNOLOGY
WITH ADVANCED
FUNCTIONALITIES**

All Retro refrigerators are highly energy-efficient, boasting an A++ or A+++ rating. Their upgraded inverter compressors regulate the temperature more accurately, reducing energy consumption by up to 50%.



Four Red Dot Design Awards this year

Gorenje's products have been constantly among the award-winning design elite for a good decade now. In 2005, Gorenje was the first Slovenian enterprise to earn the Red Dot Award for the design of its products. To date, 35 Gorenje products have so far won this prestigious award. This year, four Red Dot Awards were won for the following Gorenje products: the compact built-in oven with TFT display and touch control, Atag Evolve kitchen hood, Atag Matrix compact multifunction oven, and Atag steam oven in graphite black. This bears witness to Gorenje Group's excellence in design, innovation, and high quality of products.

A promising step for Gorenje Group's Asko brand into the high-end kitchen market in Italy

Gorenje Group presented its premium home appliance brand Asko for the first time at the EuroCucina fair in Milan, which specialises in built-in appliances for high-end kitchens. With the introduction of Asko in France, Italy and Latin America, the brand is now available in over 30 markets and well underway to hit its targets. More than 50% of Asko sales come from outside Europe. In 2016, Asko expects a sales growth of 14%, with a growth of 24% in cooking appliances. People are falling back on traditional values, and are staying at home more often, thereby setting a higher standard for their interiors. They have a preference for quality, calmness, beauty and humanity. Asko appliances, with their premium quality, professional build and Scandinavian design, are crafted with passion for detail to deliver performance and precision, as well as functionality and durability are inspired by professional use and expertise.



ASKO DRYER GOT THE HIGHEST RANKING AMONG 22 DRYERS TESTED BY THE BIGGEST AUSTRALIAN CONSUMER MAGAZINE CHOICE



Gorenje - the most trusted home appliance brand for a decade

A research study, organised all over the world by Reader's Digest magazine, aims to establish which brands earn the most trust with Europeans. The respondents (among 7400 randomly selected subscribers of Reader's Digest) named their most trusted brand in 32 categories and also in the area of ecology. In the home appliances category, Gorenje won the title of most trusted brand for the 10th consecutive year, thus being the most successful brand in this category since the launch of Trusted Brand research in Slovenia a decade ago.

Ambitious plans in Iran

Gorenje opened a new 350-square-metre showroom in Tehran, located in a prestigious location in the centre, where they will be presenting the entire range of upper-middle and premium class major household appliances. The opening of the Gorenje showroom in Tehran was also attended by Slovenia's Minister of Economic Development and Technology, Zdravko Počivalšek, who visited Iran together with a strong business delegation. The Minister mentioned the successful bilateral cooperation between the two countries in the past and set a goal to re-establish it.





The Gorenje by Starck design line fascinated Zagreb

In the company of numerous architects, interior designers and eminent Croatians, Gorenje presented its new designer collection created in cooperation with the world famous French design star Philippe Starck, in the gorgeous ambiance of the French Pavilion in Zagreb. The Gorenje by Starck collection is a continuation of the successful practice of collaboration with great design names which has earned Gorenje its prominence. Starck's idea was to design technologically sophisticated appliances with a warm, homely and human touch. The inspiringly fresh line is a result of experience and creative energy of the modern design giant that has successfully brought together all the possibilities offered by modern technology in order to meet the needs and demands of users today.

Gorenje Create Academy brings together businesses and universities to develop innovative products

Gorenje Group presented diplomas to the first generation of graduates of the Gorenje Create Academy – Gorenje's academy for new product development. This is a unique international education program, a part of the Gorenje Corporate University, designed to encourage innovation within the company and upgrade and extend knowledge and skills for new product development. The program had Gorenje Group working with renowned universities from Slovenia, the Netherlands, and Sweden. With such cooperation, Gorenje offers insight into the specific challenges faced in global markets in a mature industry such as home appliances. Gorenje has been developing its educational system for 25 years. It is based on the principles of a learning organisation as the company is aware of the importance of highly educated, skilled, and trained employees and their impact on development, growth, and competitiveness in the challenging and unpredictable international business environment in which it operates. Gorenje Create Academy includes employees from development, design, product management, category management, sales, purchasing, quality, production, and all others involved in the process of new product creation at the Gorenje Group. Last year, 76 percent of all company employees took part in educational programs. Gorenje allocates around two million euros for education each year.

The Gorenje brand officially launched in Vietnam

Gorenje Group marked another successful milestone in Asia with the official launch of the Gorenje brand, that coincided with the opening ceremony of the first exclusive Gorenje showroom in Vietnam. Vietnam is considered to be one of the fastest growing markets in Asia, while the demand for quality and high-end products from Europe is expanding. The Group is convinced that with unique design lines and technically perfected homemade appliances, the Gorenje brand can achieve a leading share on the market.





gorenje

BY

S+ARCK®

**DESIGNED
BY STARCK,
DEFINED
BY YOU.**

THE NEW
COLLECTION.

gorenje.com/gorenjebystarck



Get inspired with the new Gorenje by Starck collection. Choose from a whole range of 100% matching design kitchen appliances and build your own unique kitchen. Its timeless design will reflect your personality, home and lifestyle as it blends perfectly into your environment.



5 WAYS TO DECLUTTER



Various figurines, decorative napkins, vases from your mother-in-law ... It's hard to get rid of unnecessary things with certain sentimental value, but it will have a positive impact on your life, helping it become simplified. You will feel lighter, less burdened, and energized

GENERAL RULE: FOR EVERY NEW THING, GET RID OF AN OLD ONE

One of the more effective methods of decluttering your home is to throw out one thing every day. This means that in a year you will get rid of 365 things that just take up space, and which you haven't used for a long time. If you succeed in this, we are sure you will be thrilled with the obvious makeover of your home. If you find it difficult to throw things out, collect them in a box for donations or simply put them in the basement. The "basement stage" is actually a transition, ideal for those who can't be separated from anything which has any sentimental value for them. This way, you haven't thrown anything out, but it's not in your way at home. When you realize you don't even miss these things, it will be easier to get rid of them when you clean the basement. If this also seems too radical a method for you, try an alternative. So things won't crowd your home, use the rule that for every new thing you buy you have to throw out one old one. For example, after you buy a new perfume, throw out empty bottles, and when you get new issues of your favourite magazines and newspapers, recycle the old ones.

Cleaning first, and then ORGANISATION

Some people try to get rid of unnecessary things at home and organise things in it all at the same time. This method is not overly effective, so we recommend you first rid every room of unnecessary items, and then organise and rearrange the remaining things in their proper place. This way, organising your home will be more effective, because it will be easier to arrange things according to their frequency of use.

FOUR BOXES METHOD

This is a very useful method that you can apply when decluttering your home. Before you start sorting (smaller and lighter) things, get four boxes - one for things you will throw out, one for those you will give away or donate, one for things you will keep and one for items which need to be moved. Place everything from every room in the appropriate box, so that eventually nothing remains outside the box. Some things may take you hours, days or weeks, but in the end, you will achieve the desired effect. Be brave!

“DISORDER IN THE HOME CAN CAUSE DISORDERLY THOUGHTS

PLUS

We encourage you to start from one room or corner of the room. It's best to start with something you use the most and where a mess is most in the way. The results will be most visible there, which will motivate you to continue with the other rooms.

If you start your cleaning in the study, start with clearing the table and the drawers. If you start with the bedroom, select a wardrobe, by first arranging things in one section. Before you realise it, you will be done and be able to go on with the next part of your home.

THE 12-12-12 RULE

While cleaning your home, try to use the 12-12-12 rule. This means choose 12 items you will throw out, 12 things you will donate, 12 things you will put back in the right place which have been where they don't belong for days - under the bed, in the living room, on the fridge ... This is also a great way to engage your family members in putting your home in order. Even better - organise a competition who will be the first to collect 36 things to get rid of as soon as possible.

“FIRST CLEAR THE PART OF YOUR HOME YOU USE MOST OFTEN. VISIBLE CHANGE IS GREAT MOTIVATION

FREEZE that MOVE

His jumps are breathtaking! His successes delight and motivate. The fantastic Peter Prevc is in the international sports spotlight. In one single season he beat the competition and won all existing ski titles in ski jumping.

& KEEP BREATHING



Gorenje is the proud sponsor of Peter Prevc, and has faithfully supported Slovenian Nordic Ski teams for 25 consecutive years already

» If I were not a ski jumper, I would be an acrobatic pilot

Peter Prevc could not even have imagined a better finale of the ski season. Soaring over the sunny Planica, the 23-year-old ski jumper won first place with 238 and 242.5 meter jumps, with a record 15th win of the season. Prevc will surely remember the best season of his career by the fact that he finished it with a victory in front of his home crowd. There are also the highest number of points in the World Cup, New Year's tour and the Ski Flying World Championship... Absolute ruler of ski jumping, with his successes Prevc thrilled not only his compatriots, but the entire world, once again bringing attention to ski jumping, an attractive discipline which demands a lot of courage and boldness.

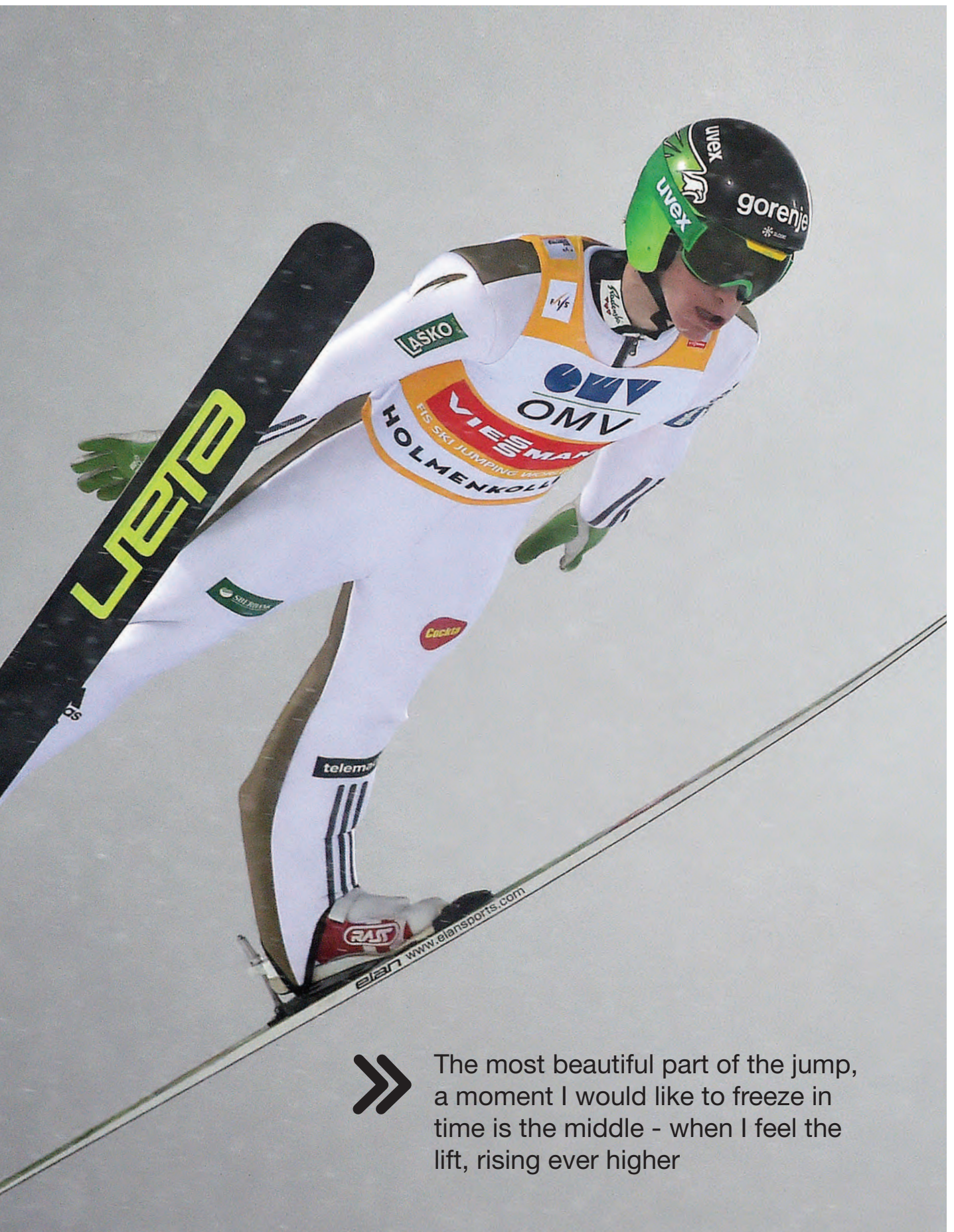
Calming his mind in pristine nature

But despite all his numerous accomplishments, Peter remains the modest guy whose glory has not gone to his head. The oldest of five children, he is not the only one in the family who headed for the ramps. His younger brother Cene was the world team champion at the Junior World Championship in 2013, another brother Domen finished second in Engelberg, just behind Peter (so they became the first brothers on the podium of Ski World Cup history), while his 10-year-old sister Nika is the national champion in her category. In addition to physical training, the psychological aspect is also crucial, and Peter

reveals that for him the easiest way to calm his mind and sharpen the focus is in the mountains, in pristine nature and the silence that surrounds him.

There always has to be a bit of fright

On the question of how he copes with fright before jumping, he readily answers: "There always has to be a bit of fright and respect", adding that he highly values his rivals on the snow. He no longer even counts his cups and medals, even though he celebrates every trophy equally. "I keep my medals and trophies on the shelves which are slowly running out of room," he laughs. The fact that after his successes, Slovenian ski clubs got so many new children that they are not sure there will be enough equipment for all the little ones speaks as to how popular he is. Given the fact that the name of this 23-year-old jump wizard is already at a high place in the history of Nordic ski sport, with confident jumps he is heading towards a significant place in world sports history.



The most beautiful part of the jump, a moment I would like to freeze in time is the middle - when I feel the lift, rising ever higher

“ COMMUNICATION, COMPATIBILITY AND CHEMISTRY - 3 IMPORTANT SELECTION FACTORS WHEN CHOOSING BUSINESS AND PRIVATE PARTNERS” CLAIM SUCCESSFUL BUSINESS WOMEN

LIFE WISDOM of business women

It often seems that it is difficult to advance at work, balance work and family obligations or simply be happy. Here is some very motivating and wise advice from internationally successful business women...

The key to a good balance between your career and family is focusing on the moment - be equally present and concentrated on a conversation with your children or partner, as you are on a business conversation. Do not feel guilty about enjoying your work - you will set a great example for your children in creating your own happiness. ● To really enjoy your work, advance or remain at the top of your field, it is crucial to maintain a healthy body and mind. No matter how busy you are, find time for yourself and do what relaxes you and makes you happy - be it treatments at the spa, walking the dog, cooking, reading... ● Happiness will also follow suit if you decide to build a career on your own desires, and not on what others want for you. ● Even if you're not the best at what you do, your passion and perseverance will bring you to your goal. ● So, find the courage and trust your intuition! ● In addition, sharpen your sense of good opportunities. Use every single one that comes your way and leave your comfort zone. ● Do not worry about mistakes that you might make (in any field) or that you have made - everyone makes them. The only thing that matters is to make the best of it and move on! ● Together with your good qualities, accept your shortcomings. However, if you still can't live with a certain shortcoming - simply make an effort to change it. ● Work on yourself your entire life, continuously learn and improve your qualities. The business environment changes rapidly, and your understanding of leading practices, attitudes or tools will help you achieve the best possible results. ● On the way, do not hesitate to ask for help, opinions or feedback in order to have a clearer vision of what is possible. ● And finally, always strive to be above average because there is a huge crowd lining up for average tasks, situations and lives. You will stand out more or get the desired opportunity more easily a step above.

LEAF

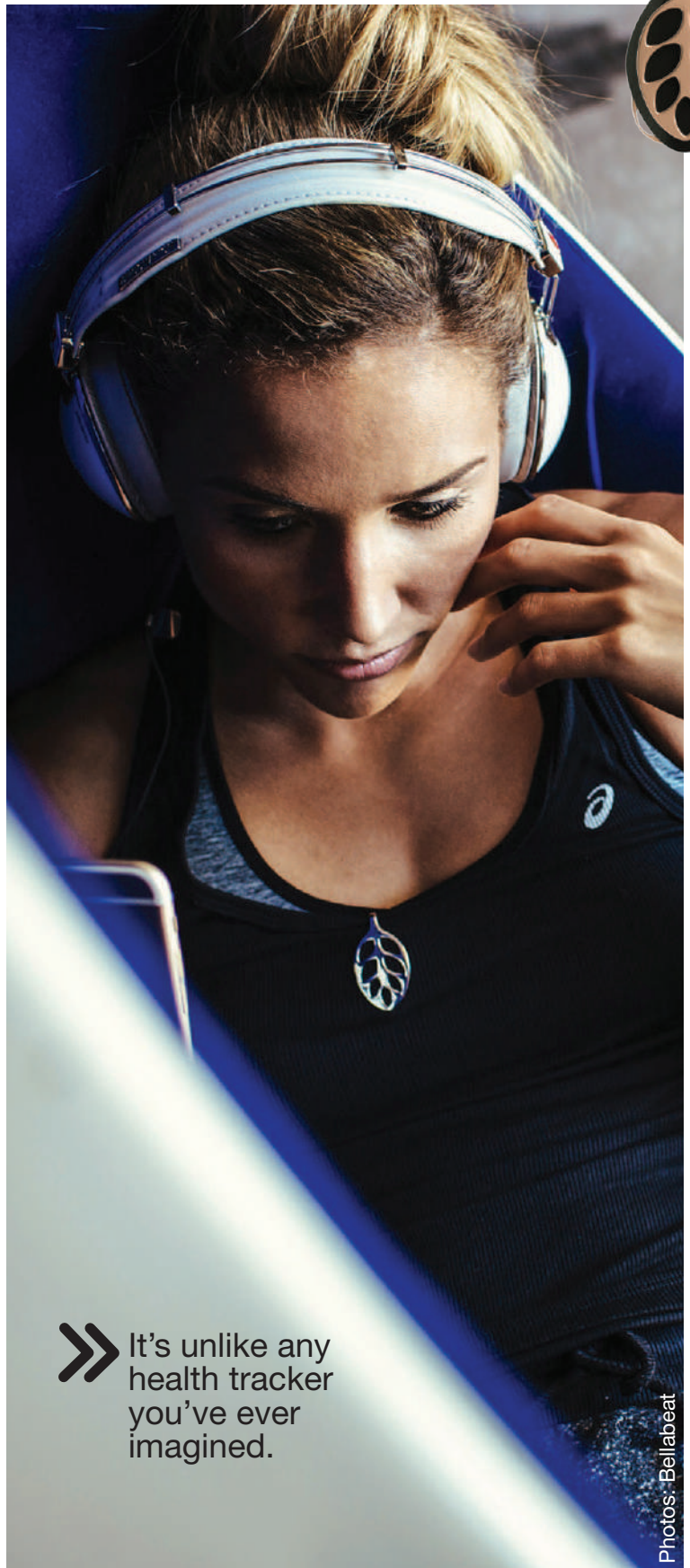
It's time for the smart jewellery

We have checked out why in a short while Leaf has become the best friend of many women world-wide

Become your own priority! This is one of the guiding ideas of the Bellabeat team, a Croatian-Slovenian start-up, which has proven in short time that an excellent idea, perseverance and diligence pay off. First they started with a device which enabled women to listen to the heartbeats of their unborn baby and visualise and save it on their smart phone devices. Bellabeat Shell and Balance came after that. They definitely conquered the world with Leaf - smart jewellery for women, made of recycled European wood and steel, which monitors their daily activities, the quality of their diet and sleep, menstrual cycle and so on.

How does it function?

Leaf connects to the Bellabeat application, which provides women with information and advice on their health and life style. Leaf is wearable technology (a wearable) and can be worn as a necklace, pendant, bracelet or broche. In addition to functionality, the Bellabeat team is very focused on product design. Bellabeat is intent on making every woman powerful, capable and confident - a woman for whom the sky's the limit and who knows how to keep her body and mind in beautiful balance. Which is easy to do, when the small, smart Leaf helps control your stress levels!



» It's unlike any health tracker you've ever imagined.

Photos: Bellabeat



**“SOUPE PRINTANIÈRE, TURBOT, SAUCE
BEAUMARCHAIS, POULARD À L’ESTRAGON,
MACÉDOINE DE FRUITS...’ AND AT ONCE, AS IF
ON SPRINGS, LAID ASIDE ONE BOUND MENU,
PICKED UP ANOTHER, THE WINE LIST, AND
OFFERED IT TO STEPAN ARKADYICH.”**

Food for SOUL *the*

There's a different kind of food and we particularly appreciate food for thought. Gorenje donated their popular Retro design fridges to serve as book cases in schools and local communities for book exchanges. And we found some interesting meals in those books. Don't try to resist them...



ANNA KARENINA, LEO NIKOLAYEVICH TOLSTOY

POULARDE A L'ESTRAGON

• 4 chicken legs (drumstick and thigh) • 400 ml creme fraiche
• 100 ml white wine • 2 tablespoons of olive oil • 1 tablespoon of
chopped fresh tarragon • salt • ground black pepper

Clean and wash the chicken and dry it well with paper towels. Lightly sprinkle with salt and pepper. Heat olive oil in a frying pan and place chicken in it. Fry on both sides until golden. Place it in a baking dish. Remove the excess fat from the frying pan and set aside. Put white wine into the frying pan, heat and stir until it boils and then pour over the chicken. Bake in a preheated oven at 200 °C for about 25 minutes. Put the excess oil back in the pan and when it heats up, add the chopped tarragon, quickly stir and add creme fraiche. Add salt and pepper to taste and cook at low heat for 7-8 minutes, until the sauce thickens. Remove the chicken from the baking dish, add the cream sauce and stir. Return the chicken to the baking dish and bake for 5 more minutes. Serve immediately, hot, with a side dish of your choice.





DRACULA, BRAM STOKER

ROBBER STEAK

- 600 g pork fillet • 100 g smoked bacon • 140 g onion
- 2 teaspoons smoked ground paprika • 11 teaspoons ground chilli peppers • 100 ml oil • salt • ground black pepper

Clean the pork fillet and cut into circles, 2-3 cm thick, or large cubes. Place them in a dish and cover with oil to which you've added 1 teaspoon of paprika and chilli. Mix well, cover and keep in the refrigerator for about 2 hours. Cut the bacon into thinner pieces, the same size as the meat, and onion into slices of similar size. Alternating, place the meat, bacon and onions on skewers. Place the prepared skewers in a baking dish lined with baking paper and cover them well with the remaining marinade. Lightly sprinkle with salt and pepper. Bake them in a preheated oven at 200 °C for about 25-30 minutes. Sprinkle the cooked skewers with the remaining paprika and serve with a side dish of your choice or with bread.

“BITS OF BACON, ONION, AND BEEF, SEASONED WITH RED PEPPER, AND STRUNG ON STICKS, AND ROASTED OVER THE FIRE, IN SIMPLE STYLE OF THE LONDON CAT'S MEAT!”



THE HOBBIT, J. R. R. TOLKIEN

APPLE TART AND RASPBERRY JAM

- 120 g strong flour • 100 g soft flour • a dash of salt • 110 g butter • 1 egg yolk • 60 g ground blanched almonds
- 1 teaspoon sour cream • 100 g raspberry jam • 3-4 apples
- 30 g brown sugar

Combine the flour, add salt, finely sliced butter, egg yolk, almonds and sour cream. Make a smooth dough and leave it in the fridge for half an hour. Roll out the dough thinly on a floured surface. Cut circles and put the dough into pie plates (Ø 8 cm), covering the sides. Place enough jam to cover the bottom of each pie. Peel the apples and cut into thin slices. Place them over the jam and sprinkle with brown sugar. Bake in a preheated oven at 170 °C for about 20 minutes, until the crust is golden brown. Cool the tarts, remove from the moulds and serve.

“AND RASPBERRY JAM AND APPLE TART,” SAID BIFUR.





“PERCY’S LETTER WAS ENCLOSED IN A PACKAGE OF EASTER EGGS THAT MRS. WEASLEY HAD SENT. BOTH HARRY’S AND RON’S WERE THE SIZE OF DRAGON EGGS AND FULL OF HOMEMADE TOFFEE.”

**HARRY POTTER
AND THE GOBLET
OF FIRE, J.K. ROWLING**

**MRS. WEASLEY’S
ENGLISH TOFFEE**

- 120 almonds (whole) • 200 g sugar
- 160 g butter • dash of salt
- ½ teaspoon vanilla extract • 200 g chocolate • 40 g chopped nuts (pecans)

Put almonds on a baking sheet covered with paper, spread them and place in an oven preheated to 200 °C. Bake for about 8 minutes, then remove from the oven and allow to cool slightly. Coarsely chop the almonds (into halves and quarters) and evenly spread on a wax paper surface. Put sugar, salt, vanilla and butter into a pan. Heat to a boil, stirring with a wooden spatula. Cook, stirring until the sugar is dissolved and you get a thick paste. Pour the obtained light caramel over the almonds and smooth so everything is covered. Let cool. Then break the chocolate into cubes and melt (in a water bath). Pour the chocolate over the solid caramel and sprinkle with chopped walnuts. Allow the chocolate to cool and solidify. Break the dessert into smaller pieces and serve.



An aerial night photograph of a modern urban promenade. The scene is illuminated by warm streetlights and building lights. In the foreground, a wide, light-colored promenade with a series of parallel concrete steps or terraces runs alongside a river. The river reflects the lights. In the background, several multi-story buildings are visible, some with lit windows. The sky is dark, and the overall atmosphere is one of a vibrant, modern city at night.

NEW

“THE MOST
IMPORTANT
IS THE
QUALITY OF
LIFE WHICH
THE NEW
PROMENADE
PROVIDES
FOR THE
RESIDENTS
OF VELENJE



GLORY DAYS PROMENADE

Renovation of the old promenade built in the 1970s has not only placed Velenje, Gorenje's hometown, in the select company of much larger cities that nominated their projects in prestigious architectural competitions, but has also put it well ahead of fierce competition through its numerous awards.

The newly renovated promenade in the youngest Slovenian town is attracting the attention of international architectural institutions because its modern concept, urban appearance and functionality significantly affect the quality of life of the residents of Velenje. This project, developed by the architectural firm Enota according to the idea of Velenje resident Dean Lah, is a fantastic example of how to use the water element of the local river. Particularly impressive are the white stairs that lead down to the river Paka, forming an amphitheatre designed for a variety of cultural performances, as well as hanging out. This modern urban attraction respects the natural environment and magnetically attracts visitors to this charming town framed by mountain greenery and which pays special attention to young people and children, as well as senior citizens.

PROMENADE IS AN EXCELLENT EXAMPLE HOW TO USE THE WATER ELEMENT OF THE LOCAL RIVER

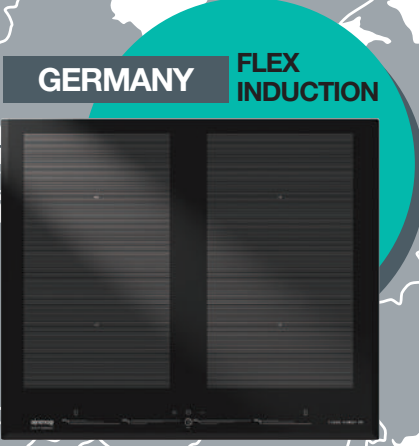
Some of the most important awards:

- Shortlisted in the 9th biennial European Prize for Urban Public Space (Barcelona, 2016) - because of the highlighted importance of public space in city life and promoting the development of public and urban space
- Architectural award of the jury, the Plan Award 2016 in the Public Space category (Venice, 2016)
- Special Mention at the award ceremony S. Arch 2016 (Budva, 2016)
- 3rd place at the LandArch web portal on the list of 10 most interesting landscape architecture tourist destinations in Europe (2016)
- International jury award Architizer A + Awards (the world's largest architectural portal based in New York) in the category of car parks (New York, 2015)



THE NETHERLANDS

COMPACT OVEN



GERMANY

FLEX INDUCTION



WASHING MACHINE

SOUTHEASTERN EUROPE



MIDDLE EAST

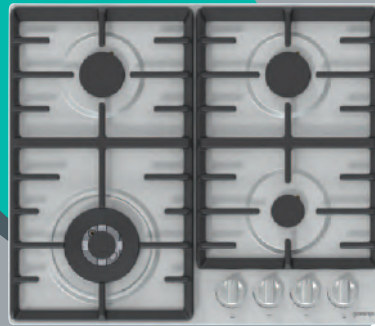
RANGE COOKER

GORENJE bestsellers

GROWING GLOBAL

RUSSIA

GAS HOB



UKRAINE

**GAS
COOKER**



ASIA

**GORENJE
BY STARCK**



SINGAPORE

**GORENJE
BY ORA İTO**



Each market has its specifics and Gorenje successfully meets the needs of its customers worldwide, as well as satisfies users' divers lifestyles.

IMPRESSIVE



DISHWASHER

The meticulous design of the interior of every Gorenje dishwasher enables the proper stacking of dirty dishes, while technological solutions are responsible for environmentally friendly and efficient washing.



IQCOOK SMART INDUCTION HOB is the first of its kind in the world and upgrades its functions even further each year.

COMBINED STEAM OVEN

Excellent user experience and tasty dishes are made possible with smart technology, cutting-edge design supported by top-of-the-line materials, and intuitive operation.



HOOD

To provide an even better cooking experience, Gorenje has developed a line of technologically advanced exhaust hoods that efficiently, steadily and quietly extract air, steam and other strong odours from the kitchen.



GORENJE HEROES 2016.

Their entrance on the market caused a wave of exhilaration, proving how much innovation could love aesthetics. They are the genuine representatives of a modern, perfectly shaped technology created in order to simplify our lives.

FRIDGE FREEZER GORENJE BY STARCK

Behind the simple elegance of the design, cutting-edge technologies deliver high performance and unique energy efficiency.



SENSOCARE WASHERS AND DRYERS

SensoCare technology brings perfection in washing and sensationally soft laundry. It makes sure every type of fabric is washed and dried in the best possible way. The SensoCare line combines outstanding performance with well-thought-out ergonomics and logical and simple operation.



gorenje
Life Simplified




**FULLY
QUALIFIED
TO DO
YOUR JOB.**

**SMARTFLEX
DISHWASHERS
FROM GORENJE.**

gorenje.com

The new Gorenje dishwashers are inspired by modern lifestyle. Flexible enough to tackle any task, they were created with dynamics of everyday life in mind. Completely adapting to your every need, offering you a variety of functions and a fully adjustable and customizable interior. The abundance of features will give you time to enjoy the more important things in life.



gorenje
Life Simplified

TIME TO EXPERIENCE LIFE SIMPLIFIED

IDENTIFYING
THE ESSENTIAL
ELIMINATING
THE REST.

gorenje.com

We strive to enable our customers to do more of what they love and less of what they don't. We **care** about their needs and **pay attention to every little, yet important detail**, so that they have less to consider, fewer buttons to click and more time to enjoy.

We **challenge** ourselves daily to discover what more and sometimes what less we can do, to make daily chores and life a little smoother. By **designing** not only home appliances, but a **holistic user experience**, we help make **life more pleasant** and less complicated.

www.vosoughishop.com