



Key features of the New Look AGA

# Turning the spotlight on the **NEW LOOK AGA**

The AGA has long been known for its good looks – classic lines which have barely changed over the past 90 or so years. Now, though, those looking to add a little pizzazz to the kitchen have the option of the contemporary styling of the New Look AGA...



New Look AGA styling is available on all 3-oven AGA Total Control and AGA Dual Control cookers and in 12 beautiful colours

AGA is thrilled to introduce the New Look AGA – a styling option that blends the heritage and trusted cooking performance of the kitchen icon with a stunning contemporary design vision.

The heart of the cooker remains the same, but brand new styling features give the design classic real modernity.

It means those looking to make a real style statement in the kitchen can have the very best of both worlds – the peerless cooking capability for which AGA ranges are renowned combined with distinctive styling touches that give the famous cooker eye-catching élan.

Among the new features are a redesigned handrail, nylon-coated hotplate handles, a defining baseplate plinth in a chrome-plated finish and a modern take on the AGA badge to underline this new model's contemporary credentials.

The New Look AGA – an option on all 3-oven AGA Total Control and AGA Dual Control models – will be available from 1st June 2014.



### NEW handrail

Stunningly sleek and tactile, the stainless steel New Look AGA handrail features redesigned brackets made from chrome-plated aluminium.



### NEW hotplate handles

Consumers now have a choice between the original chrome-plated handles or a statement-making new design made from nylon-coated steel.



### NEW badge

The New Look AGA badge is made from chrome-plated zinc alloy and is recognisably AGA. It looks fantastic and it's high-shine finish makes this new model really zing.



### NEW door plate

A stainless steel plate has been added to the front of the New Look AGA, which works brilliantly with the revised, stainless steel door catches.



### NEW door hinges

While the doors remain the same as those on all AGA cookers, the New Look AGA features a hinge lug spring in chrome-plated zinc alloy.



### NEW base plinth

The chrome-plated plinth fascia makes a real style statement. Traditionally it was black, but this new metal finish offers a completely different take.

## AN ICON MAKES A FASHION STATEMENT THE STORY OF THE DIOR NEW LOOK



In 1947 Christian Dior shocked the fashion world out of its post-war austerity gloom with a fresh approach to top-end womenswear that was such a revolution it prompted the editor of Harper's Bazaar to exclaim that it was "such a new look".

Out were short hem-lines, dull fabrics and uninspiring lines. In came a silhouette that was characterised by a small, nipped-in waist and glamorous full skirt, falling below mid-calf length, which emphasised the bust and hips.

At a time of post-war fabric restrictions, Dior used up to 20 yards of extravagant cloths for his ground-breaking creations that were embraced as the future of post-austerity fashion.

While remaining faithful to the original design that has seen the AGA cooker become established as a cherished kitchen icon, the New Look AGA features a number of modern design details that mark out this new model as very 21st century.

*In that spirit, the New Look AGA is an exciting and contemporary re-styling of kitchen icon...*

Contacting the AGA press office

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