


Care for Your Daily Life

Samsung AirDresser Design Story





We now turn on air purifiers to clear the air instead of opening windows. Laundry that was just washed now goes straight to the dryer instead of being hung on a rack. As times and environments change, our interests and the products we need change as well. The scene at our homes transforms through electronic devices that bring meaning and convenience to our ever-changing lives. The garment refresher, which is a clothing care appliance that removes pollutants from clothes to keep it fresh, is at the center of this transformative change. The Samsung AirDresser emerges as a new standard for garment refreshing appliances through its meticulous, user-minded functions and external form that naturally blends into its surroundings.

Design that Harmonizes with Everyday Life Whether On or Off

The Samsung AirDresser has been created for people who want to create a meaningful space that is filled with their personal style instead of stereotypical sentiments or interior designs. Going beyond the basic function of freshening up clothes, the Samsung AirDresser's design satisfies the high standards of our users and their changed lifestyles by bringing an aesthetic glow to its space whether it is being used or not.



Form that Connects Space with the Product

We contemplated on a design that can blend with its surrounding space even when it is not in use. We wanted the Samsung AirDresser to become a monument that establishes the atmospheric mood with its unparalleled presence, at the same time serve as a faithful home appliance that provides convenience to our lives. Light is one of the basic elements that make up space and form. We applied the entire front surface of the door with mirror and glass, which are materials that can effectively embrace light. When light gently trickles down from above the product and the space it occupies, the boundaries between space and product start to fade.



The mirror and glass materials of the door and the aluminum metal used for the door frame each boast a different collaborative combination that showcases unconventionally attractive aesthetics. We also applied the corners of the product with more volume to imbue warm sentiments into the frigidity of the materials.

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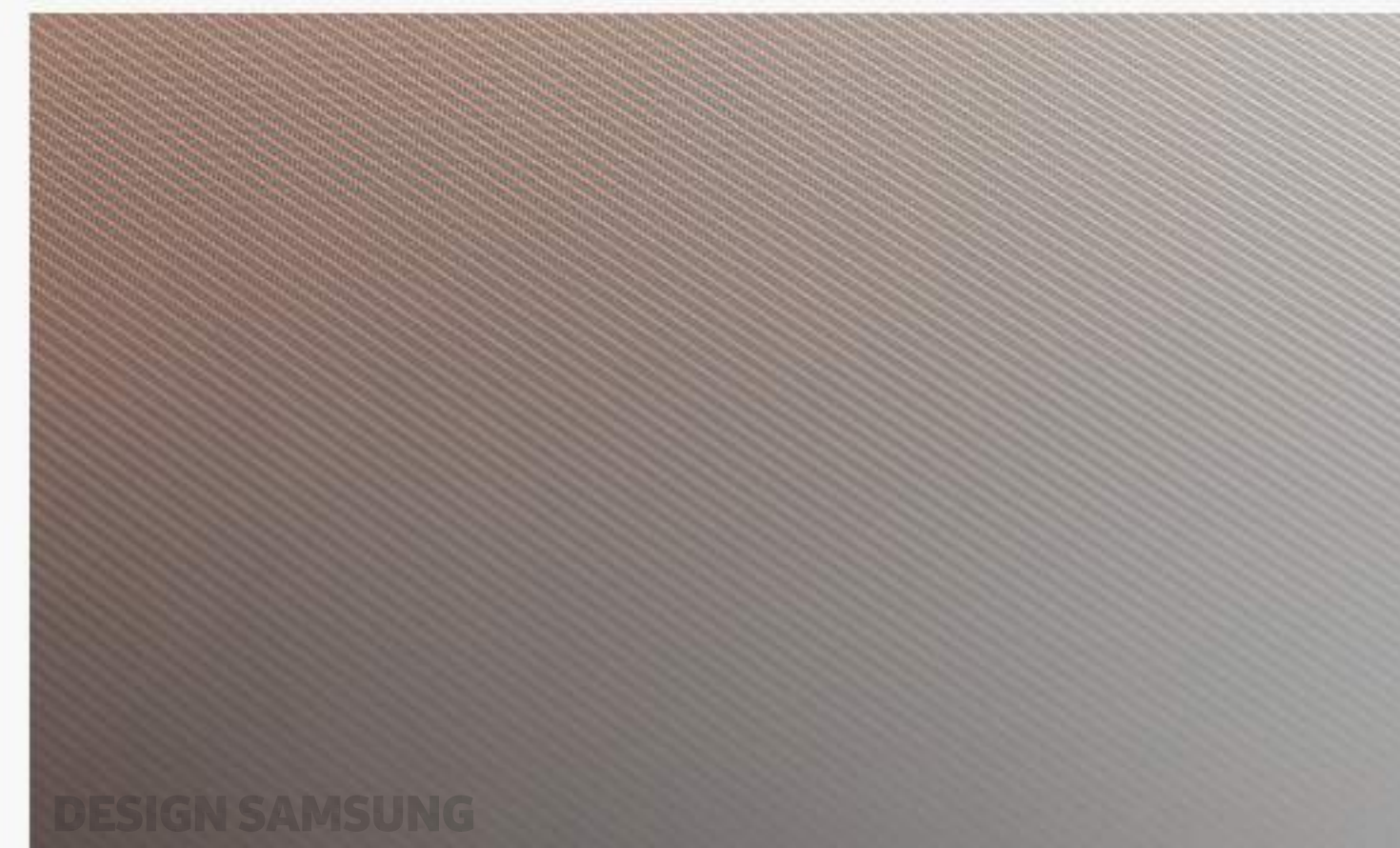
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Gold Mirror, a Mood that Interprets Space as a Scenic View

The mirror becomes a window through which space is seen as a scenic view. It also serves a practical purpose by being placed in an area that needs mirrors. Gradients and delicate pinstripe patterns have been applied so that users' reflections are portrayed with an added sense of mood. The mirror not only effectively functions as a full-body mirror, but it also becomes an extension of space that harmonizes with its environment whether alone or accompanied by other elements.





Wood Brown, the Modern Reinterpretation of Nature's Depth

Wood Brown emerges as an interior object conceived by the blend between deep brown and the sensibilities of nature exuding from the soft textures of wood. The properties of glass that mysteriously reflect texture, weightiness, and light harmoniously interact with different interior materials to brighten up your space with exquisite elegance.



Wood Rose, the Symbolic Item of a Space

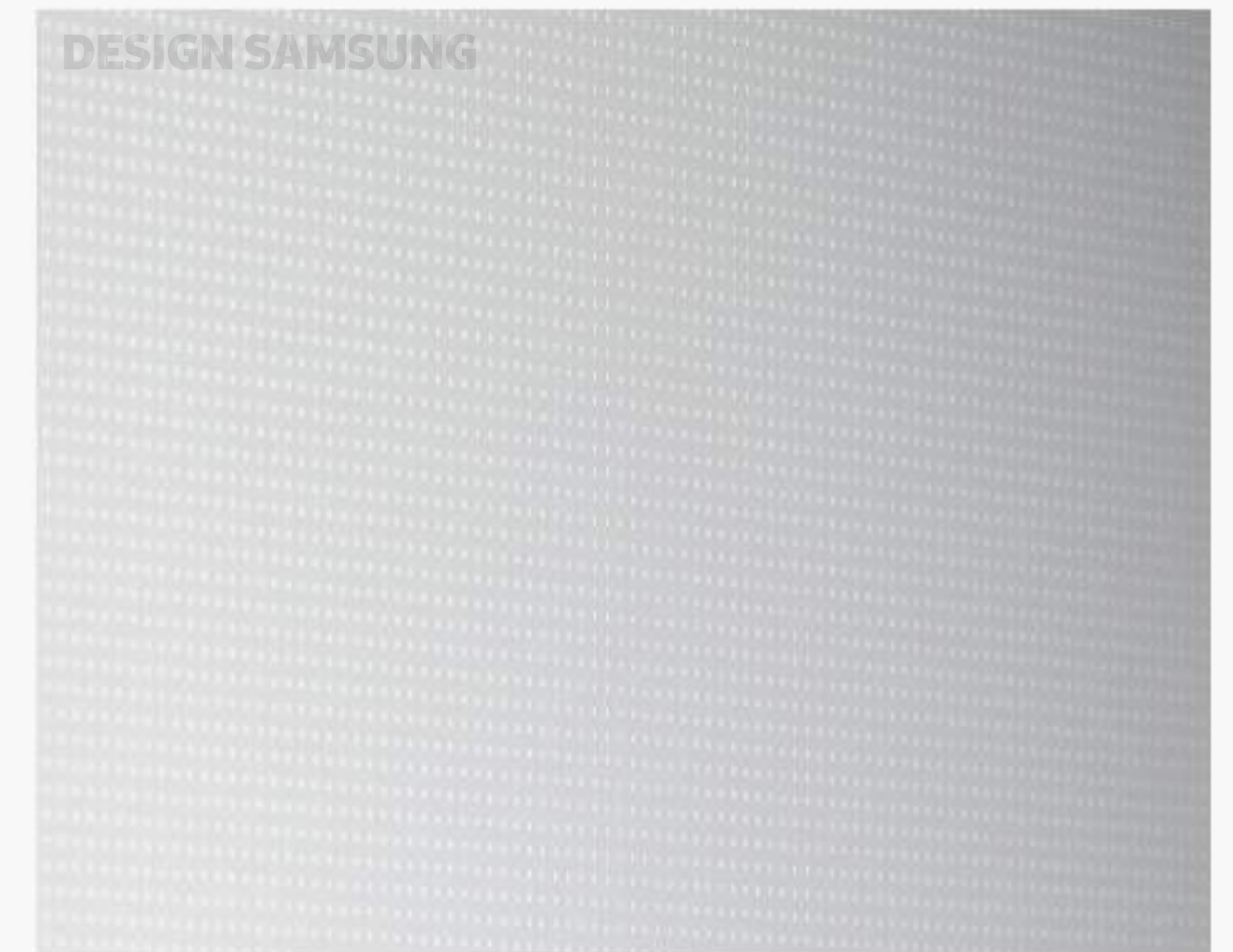
Wood Rose illuminates our everyday space like a shimmering gem through its high-class sophistication. Its warmly lit beauty breathes life into your space while simultaneously acting as an interior centerpiece. The glass features a delicate texture as soft as cashmere, transforming the spatial atmosphere into a brand-new and special place.





Classic White,
Instilled with
Unchanging Values

Classic White exudes a modern simplicity that can naturally ease into any space. When seen from afar, it brings completion and consistency with the surrounding environment, and when seen from up close, you will witness a young and sensible mood established by lively dot patterns reflected in the glass.



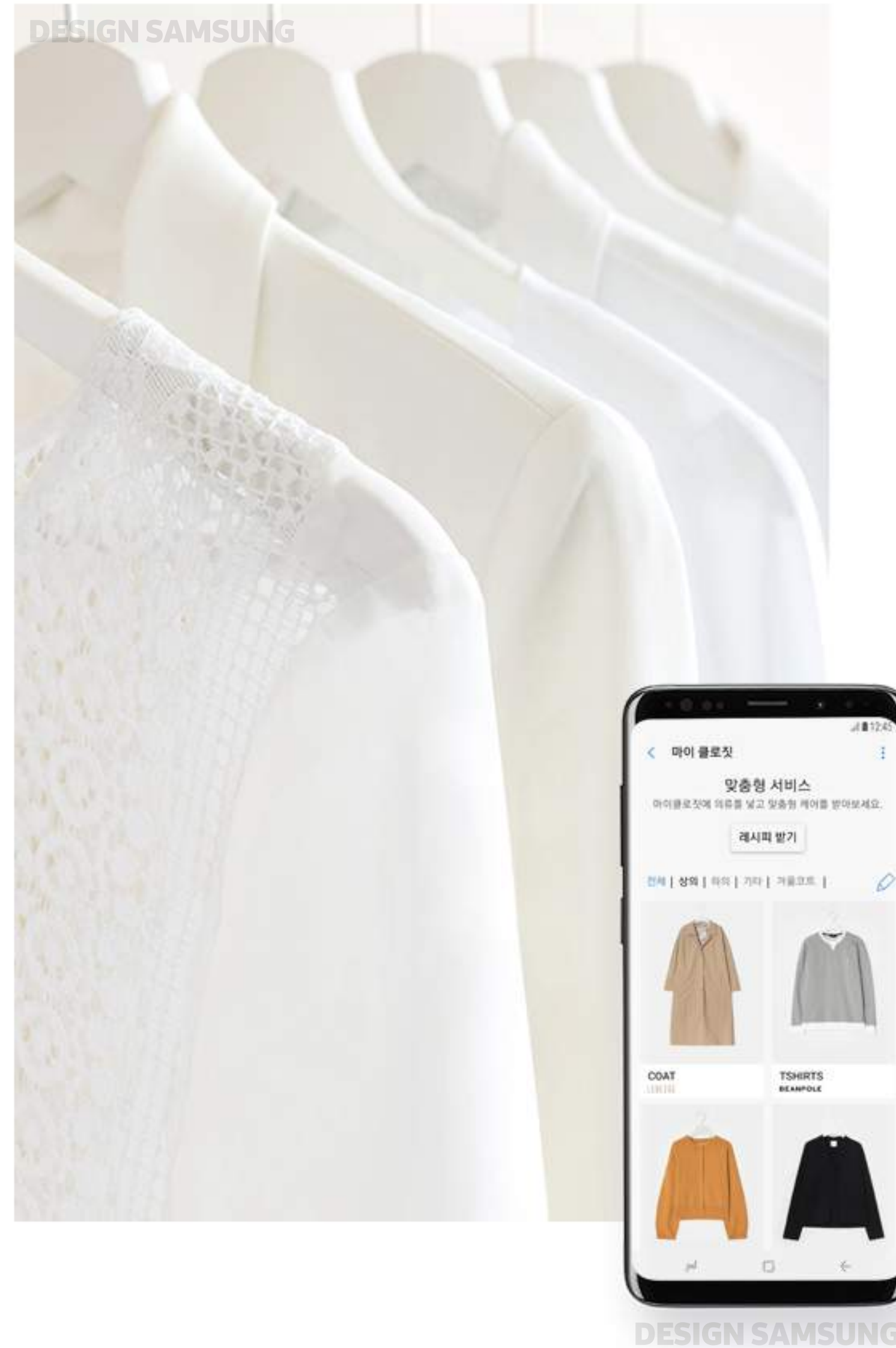
Function & Service You'll Anticipate Every Time

Having freshly cleaned clothes ready for you in the morning is an amazing feeling. Wearing your favorite clothes would even put you in the mood to make impromptu dinner plans. Wouldn't the values of your daily lives become much different if the unique beauty of the materials in your clothes are always fresh, regardless of the day or type of garment? The Samsung AirDresser redesigns your day-to-day life through smart services and meticulously detailed care for your clothes.

Refreshing Care that Makes You Want to Dress-up Right Away

Since clothes directly touch your skin, cleanliness and hygiene are incredibly important. The Samsung AirDresser doesn't stop at just brushing off dust or odor, but it is designed to eliminate dust, odor, and harmful pollutants, as well as eradicating any remaining residual microdust. This two-layered care for your clothes ushers in a new era of garment refreshing that takes a step beyond ordinary garment care. You can also easily get rid of fine lines using the wrinkle removal course, so you can put on clothes just as you head out without any extra effort.





A Smart Wardrobe in the Palm of Your Hand

From suits, wool/knit, uniforms, baby clothes, winter coats, to bed sheets. You can utilize specialized care for each pertaining clothing type. You can enter up to ten different courses and even download new courses through the Smart Things App for additional use.

The My Closet* App works in liaison with clothing brands to recommend specialized care that is appropriate for the fiber compositions of your clothing. You can scan barcodes on the labels of your clothes for supported brands to save information on the App and even check maintenance histories for each garment.

*The My Closet App supports automatic recommendation services for six brands of Samsung C&T.

From a garment refresher that cares for your clothes and protects your health to a fashion home appliance that promotes the values of clothes and secures the elegance of your space. The Samsung AirDresser will elevate the meaning of everyday life to new heights through user-centered designs and functions that are deeply considerate and respectful of the lifestyles of users.

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