



For Immediate Release:

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Miele USA Launches FashionMaster, Takes Clothing Care to New Levels of Excellence

The premium ironing system achieves perfect results with minimal time and effort

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, is debuting its FashionMaster Premium Ironing System to the U.S. market. The first of its kind, the FashionMaster joins Miele’s complete laundry care portfolio, a system of products which have been relied upon in households for decades for the highest quality fabric care.

The new FashionMaster is set to become the benchmark in the ironing category with its speed, ease-of-use and versatility. The combination of a light-weight iron featuring our patented honeycomb soleplate, ironing board with integrated fans, powerful steam, and intuitive controls provide the best possible care for every fabric type.

“With a rich history in laundry care and ironing, Miele believes the FashionMaster, with its ongoing list of exquisite features, will delight customers all over the country seeking the best care for their fabrics,” said Jan Heck, President of Miele USA. “Miele has expanded its laundry care assortment, asserting its position in the United States as a trailblazer in home fabric care.”

FashionMaster B3312

The FashionMaster B3312 unit is composed of an advanced iron with a specially designed honeycomb soleplate which ensures even distribution of steam for optimal ironing results. The powerful steam penetration, with 3.5 bar steam pressure, allows multiple layers of fabric to be ironed at once. An alternate Teflon-coated non-stick soleplate can be attached to the iron soleplate to prevent glossy patches on delicate items such as sequins and buttons.

The active ironing table can be used with a suction or inflation function for convenience. The suction function holds items firmly in place on the ironing table, preventing light-weight fabrics from slipping. Furthermore, this function helps to draw steam through the fabric to remove wrinkles even quicker. The inflation feature allows garments to be ironed on a cushion of air, providing crease-free results. The table itself is adjusted with a 1-2 Lift System, an exclusive

Miele design, which requires little effort to maneuver the table height to any level that's ergonomically sound.

With safety always at the forefront of Miele product development, several features will prevent the FashionMaster from overheating or using excessive energy. The table fans utilize a memory function and will automatically switch-on and off based on detected temperature. The CoolDown Function will automatically switch-off after three minutes of inactivity and the AutoOff Function will force the entire unit to switch off after twenty-five minutes of inactivity.

This Premium Ironing System will work on a 120V, 15 amp standard household outlet and a single row clear-text digital display easily guides its user through set-up and descaling. It has two convenient compartments for storing of accessories – one for the hand iron and cable holder, the other for additional cables.

FashionMaster B 3847

The FashionMaster B 3847 Ironing System includes all of the components that come with the FashionMaster B3312, plus additional features. This unit comes with 4 bar steam pressure, a fan with two levels, a premium ironing table cover, and a separate handheld steamer. The steamer can be used when the machine is folded together and includes a removable brush attachment.

The Miele FashionMaster B3312 (\$1,999) and FashionMaster B 3847 (\$2,499) will be available at select dealers throughout the United States. To find a dealer near you, visit www.mieleusa.com.

About Miele

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with more than 16,600 employees, 12 production facilities and representation in nearly 100 countries. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

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