

**MEDIA RELEASE**

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## **The Miele FashionMaster A New Era in Miele Laundry Care**

In a ground-breaking first, Miele Australia presents the FashionMaster steam ironing system, the complete ironing solution that delivers unforeseen user convenience and professional results.

Launching a new era in laundry care, the superior technology of this new all-in-one system combines a hand iron with a honeycomb soleplate, exclusive to Miele, complemented by an intuitive active ironing table and a steam generator, all in one manoeuvrable and incredibly easy-to-use unit.

The Miele FashionMaster offers a host of sophisticated product features and remarkably high steam pressure to ensure exceptional ironing results on virtually all textiles. From delicate silk blouses and dense linen jackets, to difficult items with sequins, embroidery and appliqués, the FashionMaster effortlessly de-creases every item and saves valuable time.

Exclusive to the Miele FashionMaster, the patented **1-2 Lift System** enables the quick and easy set-up of the all-in-one unit in just two sweeping and effortless movements. The first unlocks the unit while the second guides the ironing table into a horizontal position until it engages. The ironing table can then be adjusted to suit the most comfortable precise working height.

As featured on the drums of Miele washing machines and tumble dryers, the advanced **Miele Hand Iron** is equipped with Miele's trademark honeycomb structure with patent pending.

Unlike conventional irons, the revolutionary honeycomb soleplate distributes steam on demand across the entire soleplate. The resulting and incomparable 4 bar steam pressure allows the iron to glide effortlessly and gently over textiles to achieve truly professional ironing results with the user selecting either steam pulses or continuous steam delivery.

Ironing time is also dramatically reduced as the FashionMaster produces a consistent dry steam output of 100 grams per minute to penetrate even very thick or dense material and eliminate the need to iron both sides.

The Miele FashionMaster includes a **non-stick soleplate** is ideal for ironing textiles with appliqués and sequins, while it also prevents shiny patches on dark items.

Exclusive to Miele, the **Steam Jet** perfect for gentle smoothing of hanging garments such as jackets, dresses or even curtains. This feature can be used while the FashionMaster is folded away. An interchangeable brush attachment, the Steam Jet gently raises the pile on fabrics and ensures a safe distance from textiles, making it perfect for removing creases from a jacket or dress that requires a simple press before wear.

The **Intuitive Active Ironing Table** adds to the outstanding ironing results and efficiencies of the Miele FashionMaster. Simply switch between the Inflation and Suction two functions.

## The Miele FashionMaster continues...

Its innovative built-in Suction Function ensures optimum steam penetration without build-up of condensation while also holding items securely in place on the ironing board. Its exceptional Inflation Function creates an air cushion between the garment and the table to conveniently prevent seam and hem impressions- ideal for ironing frills, cashmere and pullovers.

Size also matters for easy and time-saving ironing! At 120 cm x 40 cm, the FashionMaster Active Ironing Table accommodates an entire trouser leg while the shaped end perfectly fits shirts and blouses without pulling and jerking.

For the ultimate peace of mind, the Miele FashionMaster also incorporates **intuitive safety features** including the CoolDown and AutoOff functions. The intelligent FashionMaster automatically switches off the steam supply after three minutes of inactivity, but will resume as soon as the steam button is pressed with the Memory function allowing users to continue from where they left off.

The Miele FashionMaster has a remarkable **1.25L capacity water tank** that ensures up to approximately one hour of non-stop ironing. This is made even more convenient as the tank is so easy to remove and fill, even under very low taps.

The unit's Automatic Descaling and Rinsing functions are activated from the first use of the FashionMaster. An LED indicates when descaling is necessary while the rinse intervals of the steam generator are automatically calculated leaving only the residual water container to be emptied.

When ironing is complete, the FashionMaster easily and neatly folds away while all accessories disappear into the sophisticated storage compartments within the compact side tower. Only the FashionMaster's striking elegant and timeless design is left on display, while two floor-friendly rollers allow for the unit to be effortlessly manoeuvred within the home.

The Miele FashionMaster adds further depth and dimension to Miele's outstanding laundry care system, reinforcing Miele's position as the **Laundry Expert**.

The exceptional unit complements Miele's line-up of premium laundry appliances as well as the Miele Care Collection, high quality detergents and care products for spotless results.

Like all Miele appliances, the FashionMaster is German engineered and designed to deliver extraordinary user convenience and outstanding performance. The Miele FashionMaster is available from Miele Centers and Miele Chartered Agents with a list price of \$2,199.

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***Miele – Immer Besser***

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