



Miele

THE CARE EDIT



CARING FOR THE CLOTHES YOU LOVE

Every great wardrobe tells a story. Not just of what was worn, but of personal style, individuality and the pieces that become part of who we are.

Today, more of us are embracing a considered approach to fashion, investing in quality garments chosen to be worn and loved for years to come. From a perfectly tailored jacket, a favourite knit to a silk dress that never loses its lustre, these are the pieces that deserve care that honours their craftsmanship and preserves their beauty over time.

The Miele Care Edit brings together fashion expertise and garment care innovation to help you get more from the clothes you love. Within these pages, you'll discover practical advice on washing, drying, storing and refreshing your wardrobe, from caring for delicate fabrics and tailoring, to extending the life of everyday essentials.

At the heart of this approach is Miele Nova, a complete garment care system. Perfectly paired washing machines and tumble dryers work alongside fabric-specific programs and specialised care products to help protect every garment in your wardrobe.

Because great style is defined not only by what you wear, but by how well it is cared for.



WOOLLENS

Temp. Setting Cold - 40°C	Max. Load 3 kg	Program Woollens
-------------------------------------	--------------------------	----------------------------

Luxurious yet effortless, wool is one of fashion's most versatile natural fibres. Coveted for its softness, breathability and enduring appeal, it forms the foundation of a wardrobe built around comfort and quality. Whether it's a lightweight merino knit or a beautifully crafted cashmere sweater, wool brings texture, warmth and quiet sophistication to every season.

Miele's InfinityCare honeycomb drum creates a pillow of air to deliver a wash that is both gentle and effective, helping garments retain their shape, softness and beauty over time.

With the WoolDry program, hand-washable woollens can be confidently dried, whilst preventing shrinking, pilling and loss of shape.

Care tips

- ♦ Cashmere is at its most delicate when wet. Avoid lifting your garment by the shoulders, which can distort its shape. Once dry, fold neatly in thirds to reduce creasing and keep it looking its best.
- ♦ With Miele's Woollens program, there's minimal shrinkage or felting due to its specially developed gentle wash rhythm.
- ♦ Use Miele's high-performance WoolCare liquid detergent or TwinDos, for maximum fibre and colour protection.



SILKS

Temp. Setting	Max. Load	Program
Cold - 30°C	1 kg	Silks

Silk has long been synonymous with modern luxury. Its graceful drape and natural sheen lend an unmistakable sense of occasion, elevating even the simplest silhouette. From evening dresses to delicate separates, silk remains a timeless expression of refined style.

With Miele Nova, specialist programs and TwinDos work in harmony to provide exceptional care for even the most delicate fabrics.

The dedicated Silks or Delicates program mimics handwashing by using a gentler tumbling action and cooler water. The cycle concludes with a reduced spin speed to protect the delicate fibres from stretching and to significantly minimise wrinkles so garments emerge beautifully cared for.

From fine silks to treasured garments, Miele Nova's precision drying settings help protect fibres, bringing confidence to every load.

Care tips

- ♦ Store silk folded in a cool dark drawer, or use padded/smooth hangers if hanging in the wardrobe. This will allow the natural fibres to breathe.
- ♦ Protect lingerie, hosiery and delicates by placing in a garment care bag.



TAILORED

Temp. Setting Cold - 40°C	Max. Load 1 kg	Program SteamCare
-------------------------------------	--------------------------	-----------------------------

Few things convey confidence quite like impeccable tailoring. Defined by precise lines and effortless sense of structure, these are the pieces that anchor a modern wardrobe with quiet authority. From contemporary suiting to enduring outerwear, tailoring transcends trends, remaining one of fashion's most timeless expressions of personal style.

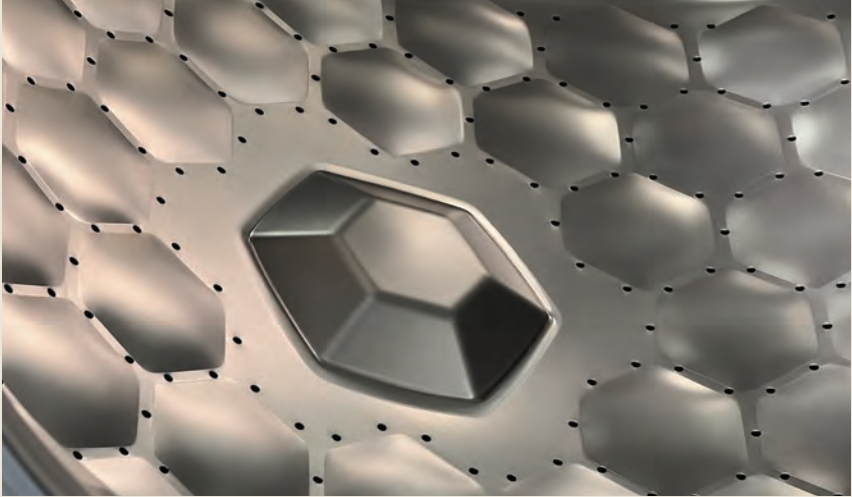
Washing care tips

- ♦ Miele TwinDos (UltraPhase 1 & 2) provides tailored fabric care by automatically dispensing the precise amount of detergent, reducing detergent waste whilst preserving the look and longevity of your shirts.
- ♦ Maintain the vibrancy of coloured garments with detergent specifically designed for coloured fabrics. Always check the care label before washing. Most tailored garments can be washed safely at up to 40°C.

Drying care tips

- ♦ Refresh your blazers and suits with Miele's SteamCare program, designed to gently revitalise garments. Paired with a Miele fragrance flacon, it leaves fabrics beautifully fresh with a lasting scent for up to four weeks.
- ♦ Save valuable time with the QuickPowerDry program, featuring faster drying without compromising the care of your tailored garments.

LOVE YOUR CLOTHES FOR LONGER



Miele's InfinityCare Honeycomb Drum

Whether it's a little black dress, a perfectly tailored blazer or a silk blouse worn and loved season after season, the garments that define your personal style deserve exceptional care.

Miele's Nova washing machines and tumble dryer are designed to preserve the look, feel and fit of your wardrobe with remarkable precision. At the heart of this care is the InfinityCare honeycomb drum, whose sculpted surface creates a fine film of water that allows fabrics to glide gently, reducing friction and helping delicate fibres maintain their softness and integrity.

By reducing fibre stress and wear, the InfinityCare honeycomb drum helps garments retain their shape, appearance and luxurious feel over time, from delicate silks and wool knits to tailored pieces and everyday favourites.

Thoughtfully engineered fabric care helps protect and keep your wardrobe looking its best season after season, wash after wash.



TwinDos

Exceptional garment care starts with precision.

Miele's 2-phase detergent system automatically dispenses the optimal amount of detergent for every load, using up to 40%* less detergent than manual dosing.

The result is exceptional care and performance across every fabric, from delicate woollens and silks to everyday colours and crisp whites.



SteamCare

For the pieces that deserve an encore.

Whether it's a blazer, a favourite silk blouse or a linen dress worn to perfection, Miele's SteamCare system refreshes garments with steam, reducing wrinkles and odours directly in the drum.

SteamCare helps preserve delicate fibres, reducing ironing time while extending the life of the clothes you love.



DryFresh

A fresh perspective on rewearing.

Not every garment needs a wash to feel renewed. Miele's DryFresh program helps reduce unwanted odours, leaving clothes feeling freshly laundered.

For an added touch of freshness, a DryFresh fragrance flacon helps neutralise odours while imparting a clean, refined scent – ideal for the pieces you want to wear again and again.

*Savings calculated in comparison to manual dispensing and based on internal test results. The refill containers (not included) can also be used to dispense commercially available liquid detergents or fabric softeners automatically. Manual dispensing via the dispenser drawer is also possible.

Miele Experience Centres

Auckland

8 College Hill
Freemans Bay
Auckland 1011

Wellington

183 Featherston Street
Wellington 6011

Christchurch

2 Cathedral Square
Christchurch 8011

Telephone:

0800 464 353

www.miele.co.nz

These tips are of a general nature and may not apply to your item of clothing. Always follow the care instructions on your garment's label as well as the manufacturer's guidelines on using your appliance.