



For Immediate Release

Contact: Julie McCrary
White Good
717.278.0515
jmccrary@whitegood.com

Marissa Hann
White Good
717.396.0200
mhann@whitegood.com

"Simply Brilliant"

Introducing Miele Brilliant White Plus

Princeton, NJ –Architects and designers have long revered the color white for its ability to harmonize and balance space. White is often interpreted as an absence of color, but its impact on design is significant.

Renowned architect, Mies van der Rohe celebrated the color white in his now infamous Farnsworth House. Considered by many to be one of the most important examples of modernist domestic architecture, the Farnsworth House combines transparent continuous glass walls with pristine white steel framing to create a classically minimalist structure.

Miele employed a similar respect for pure lines and transparency when creating the new Brilliant White Plus Series of built-in appliances. Inspired by five core ideas - concept, form, elements, continuity and detail, this new collection offers design professionals a unique group of appliance solutions.

Concept:

To develop a collection of understatedly elegant appliances which celebrate the color white.

Form:

To create cool, crisp design lines where the color white subtly integrates into the space.

Elements:

To accentuate the streamlined chrome handles, sleek white glass doors and intuitive Navitronic™ touch controls.

Continuity:

To offer considerable design flexibility and a blueprint consistent with all Miele appliance exteriors.

Details:

To provide a full suite of culinary appliances including: 30" Convection Oven, Steam Oven, Speed Oven, Whole Bean Coffee System and Plate and Cup Warmer.

"Architects have wanted a white appliance design solution from Miele for a long time" said Dirk Sappok, Product Manager for Miele. "The Brilliant White Plus Series tests the limits of design, demonstrating what can be achieved through color options that stimulate the imagination - the true embodiment of *Immer Besser*."

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; built-in convection, speed and steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

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