

For Immediate Release

Toronto – January 10, 2024

Celebrating 125 Years: Miele Unveils Exclusive New Appliances at Interior Design Show 2024.

Miele Canada is excited to announce its return as the official Presenting Sponsor at the Interior Design Show (IDS) in Toronto for the 14th consecutive year. This year marks an exceptional milestone for Miele as it celebrates its 125th anniversary in 2024.

As part of its anniversary celebration, Miele is set to unveil its highly anticipated North American debut of all-new Matte Black appliances at IDS. These appliances boast full-surface glass surfaces with integrated displays, specifically crafted to complement modern, handle less kitchen designs. Additionally, Miele will introduce new striking VitroLine appliances in Obsidian Black. All new Matte Black and Obsidian Black models will be released later in 2024.

Attendees at IDS can explore the entire Miele booth to experience the cutting-edge Generation 7000 line of built-in cooking appliances. From convection and combi-steam ovens to coffee machines and vacuum sealing and warming drawers, guests will discover innovation and craftsmanship tailored to elevate the kitchen experience. In addition to cooking appliances, guests can explore a curated selection of MasterCool refrigeration appliances, the latest W1 and T1 laundry appliances, Miele floorcare and Miele Cleaning and Care products. To enhance the experience, coffee and culinary demonstrations led by Miele's own executive chef, will take place throughout the show.

"We're thrilled to showcase our latest designs and celebrate our 125 years of excellence at IDS," said Nelson Fresco, President at Miele Canada. "This event allows us to share our passion for cutting-edge design, craftsmanship, innovation and performance while honoring our legacy of delivering exceptional home appliances in an exciting and immersive format."

This year marks an exciting endeavour as Miele joined forces with esteemed partners to curate an immersive and captivating IDS experience. Design inspiration was provided by Michael London Design, all countertop surfaces were thoughtfully provided by Caesarstone, and premium kitchen hardware provided by Kohler. Together, this collaboration promises an unforgettable showcase of design inspiration at IDS, not to be missed.

Visit Miele's booth at IDS #1510 to witness the future of kitchen innovation and design.

For more information about Miele, visit www.miele.ca or follow Miele Canada [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).

For media inquiries, please contact:

Joanne Gorry
Head of Brand Communications
Joanne.Gorry@miele.com

Eric Tanguay
Marketing and Public Relations Coordinator
Eric.Tanguay@miele.com

– 30 –

Miele Company Profile

Founded in Germany in 1899 with a single promise of *Immer Besser*, a phrase meaning *Forever Better*, Miele is the world's leading manufacturer of premium domestic appliances. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. 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/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan Ontario. To learn more, visit www.miele.ca or follow us on [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).



Photo 1: Miele presents its Black Matte handleless series. The new colour is timelessly elegant and blends in with virtually any interior design style and a wide range of colours.



Photo 2: Introducing Miele's Generation 7000 in stunning Obsidian Black VitroLine – a sleek addition to the existing Graphite Grey VitroLine range.