

FOR IMMEDIATE RELEASE

Miele Announces Upcoming Opening of New Experience Centre in Westmount Quebec

Vaughan, ON – June 11, 2025 — Miele, the global leader in premium domestic appliances, is pleased to announce the upcoming opening of a new Miele Experience Centre in the heart of Westmount, located at 1394 Greene Avenue in Montreal. Scheduled to open in early Fall, the new showroom will serve as a destination for inspiration, innovation, and hands-on experience with the very best of Miele.

Situated at the corner of Greene Avenue and Sherbrooke Street, the new location brings new life to a prominent commercial space that had long awaited a permanent tenant.

The Miele Experience Centre is designed to support customers in creating their dream kitchen or laundry space in a relaxed and inspiring environment. Visitors will be welcomed with coffee and expert guidance from our Sales team as they explore Miele's latest innovations presented in a lifestyle setting.

The showroom will feature Miele's newest generation of built-in cooking appliances, MasterCool refrigeration, premium laundry systems, coffee machines, vacuum cleaners, and the complete Miele Cleaning and Care line of accessories and detergents. The showroom will also include a fully functional active kitchen, where guests will have the opportunity to cook alongside Miele's culinary expert, take part in cooking demonstrations, and attend engaging events that bring Miele's philosophy of "*Immer Besser*" (Forever Better) to life.

The kitchen island and cabinetry featured in the showroom are provided in partnership with SieMatic, the internationally renowned kitchen design firm known for its refined craftsmanship and timeless aesthetic.

"Westmount is renowned for its vibrant community, appreciation for design, and commitment to quality - values that align beautifully with the Miele brand," says Ekaterina Dobrokhotova, Vice President of Marketing at Miele Canada. "We are excited to welcome customers into an immersive space where they can experience the performance, precision, and craftsmanship that define Miele, while also connecting with our team through inspiring culinary and educational events."

This new location marks a significant milestone for Miele's presence in Quebec and reflects the brand's commitment to delivering premium experiences in communities where quality, design, and innovation are valued.

Further details, including the official opening date, will be shared in the coming weeks.

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– 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: Store Façade

A first look at the Miele Experience Centre's storefront on Greene Avenue.



Photo 2: Entrance

Rendering of the entrance to the Miele Experience Centre Westmount, designed to welcome visitors into an inspiring and immersive environment.



Photo 3: Laundry & Vacuum Area

A look at the dedicated space for Miele's premium laundry appliances and cordless vacuum cleaners, where innovation meets everyday performance.



Photo 4: Active Kitchen

The active kitchen area, where guests will engage with Miele's culinary expert through live cooking demonstrations and interactive events.