

## **PRESS RELEASE**

### **Master the art of ironing with Miele's FashionMaster**

*To make light work of any ironing task, whether big or small, or for durable, hard-wearing fabrics, right down to the most delicate – Miele South Africa has recently launched the FashionMaster steam ironing system, with its own active ironing table.*

*08 December 2014, Johannesburg:* When it comes to convenience, traditional ironing systems leave little to be desired. Thankfully, Miele has recently launched its FashionMaster ironing system to the local market – a single, integrated unit offering a finely tuned, all-in-one solution to the irksome chore of ironing.

Says Liam Gawne from Miele: “Miele’s brand-new FashionMaster is an all-in-one steam ironing system. It is easy to set up, easy to use, and easy on even the most delicate garments, such as sequined ball gowns, highly beaded wedding gowns, silk attire and even angora sweaters.”

#### **Portability, easy set-up and storage**

The new FashionMaster excels in terms of ease of transportation and handling, says Liam: “The appliances can be wheeled around with ease, from storage location to place of work. The large wheels make for excellent maneuverability.”

However, he notes that these new machines really come into their own when being set up or folded away for storage: “The patented 1-2-Lift System makes getting the machine ready for work child's play. The characteristic combination of scissor hinge and tower unfolds in only two sweeping movements, reducing back strain and requiring little physical effort. Gas stays allow the ironing table to be adjusted effortlessly and with precision to the required working height.”

Then, laundry permitting, work can commence. “Two storage compartments offer ample space for the iron and sundry accessories, so that all that is needed is ready to hand,” explains Liam.

#### **Steam and padding for optimum versatility**

The “active” FashionMaster ironing system features a built-in fan that can extract steam, as well as inflate the table padding. Steam extraction ensures that the penetration of fabrics is optimal and reduces any build-up of condensate on the ironing table. Furthermore, this helps secure garments in place and prevents them from slipping.

Says Liam: “The inflatable padding below the ironing board cover prevents seams from leaving unsightly impressions on laundry. This allows fine garments, for example those made from angora, to be gently ironed without compressing or

damaging the fabric.” In fact, he explains that quite the opposite is the case: “Ironed fabrics still have bounce and handle even after ironing. Frills can be nicely shaped and tidied up without looking squashed.”

This feature is switched on and off automatically – as soon as steam is required, the fan starts to run and is automatically switched off during breaks in ironing.

### **Added features for optimum functionality**

As with all Miele’s products, the FashionMaster boasts top-end, state-of-the-art technology to ensure perfect and timesaving results every time. Some of the more notable features of the FashionMaster include:

- **The honeycomb soleplate:** The iron’s soleplate boasts a honeycomb structure, underlining the fact that it belongs to the already successful family of Miele laundry products that all come with a honeycomb drum. The hexagonal pattern has already stood the test of time and guarantees that steam is perfectly distributed across the entire soleplate. This film of steam allows the iron to glide gently over textiles and produces perfect results. The Honeycomb Soleplate, this can be used directly on appliques, sequins and printed fabrics ensuring no melting or smudging of designs.
- **Automatic descaling:** In order to maintain this level of perfection over time, the FashionMaster takes maintenance into its own hands. Depending on water hardness and the quantity of water evaporated, the appliance automatically calculates descaling intervals itself. It provides advance notification of the need for descaling, allowing users to decide themselves on the most convenient time. This automatic descaling function is exclusive to Miele.
- **Automatic rinse:** Another exclusive Miele feature is the automatic rinse function. The calculation of rinse intervals is based on the amount of water that has been evaporated. Rinsing with water removes mineral residue left behind by the evaporation process in the steam generator.
- **High steam evaporation rate:** A further highlight of the Miele FashionMaster is its high steam evaporation rate, in particular when ironing thick, dense fabrics and garments, such as denim or linen, and, above all, when steaming clothes on hangers. Miele’s FashionMaster steam ironing system achieves an impressive pressure of between 3.5- and 4-bar.
- **Fan in ironing board:** The active ironing board comes with built-in fans and automatic fan settings. The inflation setting creates a cushion of air to stop marks on the fabrics. The extraction function ensures that steam thoroughly penetrates, preventing condensation.

- **Ironing board with Comfort-Zone:** A large multi function ironing surface of 120cm by 40cm will satisfy any families laundry needs. The ironing board comes with an Aramid heat-resistant and highly durable ironing board cover.
- **Cool down and AutoOff function:** For maximum safety, the heater element in the soleplate switches off automatically after 3 minutes of inactivity, while the entire unit will switch off automatically after 14 minutes of inactivity.
- **Steamer - optional extras:** The steamer attachment is an optional accessory – it's lightweight, easy to use and has removable brushes for more delicate fabrics. Also available as an additional optional accessory, is the Steam system – this saves you both time and money by removing the need for dry cleaning and offering the added benefit of eliminating creasing by working with a hanging garment. It can even be used separately once the appliance has been folded away.

The Miele FashionMaster retails for R19 990,00. Visit [www.miele.co.za](http://www.miele.co.za) to find a retailer closest to you.

ENDS

Released on behalf of Miele ([www.miele.co.za](http://www.miele.co.za)) by The Line ([www.theline.co.za](http://www.theline.co.za), [ant@theline.co.za](mailto:ant@theline.co.za)).