

PRESS RELEASE

Shades of Grey

Do you love a neutral colour palette? Then you should consider designing your new kitchen with a grey colour scheme. Neither boring nor overwhelming, grey is perfect for creating a chic new look for your kitchen that is both timelessly contemporary and elegantly chic.

25 July 2016, Johannesburg: Good news if you are already planning to switch up your kitchen's colour scheme, as kitchen colour palettes are set for a dramatic new change according to Liam Gawne, from leading German kitchen appliance manufacturer, Miele: "Grey remains an incredibly popular colour throughout the home, but with the launch of Miele's new ArtLine range of appliances that are now available in the newly launched Graphite Grey tone, it is set to make a big impact in the kitchen too."

He says that grey has become the modern neutral of our times: "In the décor world, grey has been commonly referred to as 'the new beige', and it has taken over as the neutral tone of choice for a classic, ever-relevant colour. What makes grey so popular is that it is almost like a colourless hue – technically, it is the halfway point between white and black, which makes it a completely neutral tone. And being a complete neutral allows it to pair perfectly with almost any other hue on the colour spectrum. As a result, grey makes an excellent colour choice for high-ticket items in the kitchen, such as cabinetry and appliances, as these items are not easily rotated out each season, but instead, being grey, they retain their integrity of style, and instead, the accessories can be changed to update with the ever changing seasons and trends."

It is true that grey provides a perfect foundation palette for a timeless and elegant décor scheme, however, what makes it even more desirable is that it is also seen as a very powerful colour, notes Liam: "In Feng Shui, grey is a metal colour, and metal colours infuse the space with strength and clarity. It is believed to bring a crisp, sharp clarity to any room – making it perfect for the kitchen. This is a space where the family comes together to discuss various things and the stresses and strains for everyday life, and as such, you want this area to be one that brings mental clarity and strength, as well as a sense of groundedness and security. A metal colour, such as grey for example, is believed to instil these traits into a space."

Liam says that Miele has recently gone to great lengths to cater for this mainstay colour trend by introducing its newly launched ArtLine range of handleless appliances in Graphite Grey: "The newly launched ArtLine range is a series of built-in Miele appliances that allow customers to design a kitchen entirely without handles. The range is available in Miele's Brilliant White, Obsidian Black, and now in the much-anticipated Graphite Grey tone as well. The entire collection dispenses with handles, blends in seamlessly with flush furniture fronts and interprets the concept of full appliance integration. The portfolio includes ovens, combination steam ovens (for 45 cm and 60 cm recesses), as well

as ovens with microwave. These key products are joined by a coffee machine, hob units, a warmer drawer, a vacuum-sealing drawer, a wine conditioning unit, various refrigeration products, as well as dishwashers with Knock2open technology.”

The global leading appliance manufacturer has also recently launched its ever-popular Complete C3 Comfort Edition PowerLine vacuum cleaner in Diamond Grey due to popular demand. “One of Miele’s most popular vacuum cleaners, the Complete C3 Comfort Edition vacuum cleaner is an ideal solution for the family home. It features premium Miele AirClean-sealed filtration system for a healthy home environment, a high suction power of 1 200W, and quality German construction that has been designed, manufactured and tested to last for a minimum of 20 years. Also included is the premium Miele universal floorhead, which easily adjusts for different floor types, and its noise-optimised motor and sound insulation ensures quiet operation. And if high-end functionality is not enough, it is now available in a trendy Diamond Grey tone so that it blends seamlessly with popular grey-inspired décor schemes as well,” concludes Liam.

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Released on behalf of Miele (www.miele.co.za) by The Line (www.theline.co.za).