

New Product Introduction
FashionMaster
Ironing System

The perfect finish -
whatever your style.

Introducing...

FASHION MASTER



FashionMaster Positioning

Miele has a long rich history in laundry care, not just cleaning, but also ironing. Over decades our rotary ironers have developed a loyal following for their versatility and excellent results. With the introduction of the first generation of the **FashionMaster** to the European Market in 2012, Miele took the next step in creating a complete laundry care system.

Now we are excited to introduce the latest generation of the **FashionMaster** to the U.S. market. A **premium ironing system** that distinguishes itself through speed, versatility, convenience and perfect results. From washing to ironing, the Miele laundry system will provide the best possible care for all fabrics.



FashionMaster B3312

Features



UMRP: \$1,999

- 3.5 bar steam pressure
- Honeycomb soleplate* **Exclusive to Miele**
- Non-stick soleplate
- Fan (Automatic switch-on and switch-off, Memory-Funktion)
- 1-2-Lift-System** **Exclusive to Miele**
- Infinite height adjustment **Exclusive to Miele**
- CoolDown
- Auto-Off
- Automatic descaling
- Automatic rinsing
- 120V 15 amp Standard Household Outlet

FashionMaster B 3847

Additional Features







UMRP: \$2,499

- + 4 bar steam pressure
- + Fan with two levels
- + Premium ironing table cover
- + Steamer





Exclusive
to Miele

Feature Overview

Feature	Illustration	Consumer benefits
Honeycomb soleplate Exclusive to Miele		Best ironing results combined with perfect fabric care through the uniform distribution of steam. Hand iron glides smoothly and effectively on a film of steam.
1-2-Lift system plus free height adjustment Exclusive to Miele		Two handles, zero effort. Ready for take-off in a matter of seconds. Ergonomic ironing through perfect adjustment of working height
Steam		Up to 4 bar* steam pressure guarantees ironing results to professional standards.
Steamer* Exclusive to Miele		Gently smooth hanging textiles (e.g. dresses, jackets, curtains).

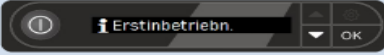



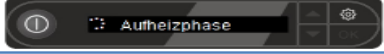

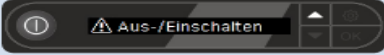
* depends on model

Feature Overview

Feature	Illustration	Consumer benefits
Non-stick soleplate		Gentle ironing of sequin, appliqués and sensitive fabrics. Avoids glossy patches on fabrics.
Active ironing table		<u>Suction function</u> Steam penetrates textiles with ease. Textiles held fast against table and do not slip.
		<u>Inflation function</u> Textiles (e.g. prints) are smoothed rather than flattened by the cushion of air.
Display		Single-row clear text display to show appliance status and to give prompts during set-up or descaling. (see also Section 3.2 Overview of display functions)

* depends on model

Feature Overview – User Interface

Function	Display	Description
Guided first-time use		Prompted setting of: <ul style="list-style-type: none"> • Language • Water hardness
Prompted descaling		Display prompts user through stages of descaling. New: Descaling can be carried out at <u>any time</u> via the "Settings" menu (previously only after the reminder).
Settings menu		Setting of: <ul style="list-style-type: none"> • Language • Water hardness • Descaling
Notes	 	Appliance gives information on action to be taken and machine status. (e.g. connect hose: machine rinsing, empty drawer, heat-up phase, ready)
Help in correcting faults	 	Display reports fault in plain text. Display provides help with rectifying simple faults. (e.g. switching the machine off and on)

Fashion Master Comparison



	FashionMaster	Laurastar
Model	B3847	Pulse
SRP	\$2,499	\$2,999
Digital display	Yes	No
Handheld Steamer	Yes	No
Descal	Auto descaling program	Filter with granules
Height Adjustment	Variable	6 set levels



“Delight the consumer”

“Everyday, Everywhere, Offline & Online”

