



For Immediate Release

MIELE OPENS STATE-OF-THE-ART EXPERIENCE CENTRE IN CAUSEWAY BAY TO CELEBRATE ITS 20TH ANNIVERSARY IN HONG KONG



(2017 – Hong Kong) In celebration of its 20th anniversary in Hong Kong, Miele, the global leader in high quality domestic appliances, opened its Miele Experience Centre in the epicentre of the premiere shopping hub of Causeway Bay. With a vision to build an engaging, consumer-centric space, the 350 square-meter, two-story flagship store is a visual catalogue of sophisticated craftsmanship synonymous with the brand. Designed to educate and inspire culinary and design enthusiasts, the MEC allows customers a new way to view, shop and experience Miele's largest spectrum of built-in and free standing appliances.

Founded over 100 years ago in Germany, Miele is today the world's largest family owned and operated kitchen appliance manufacturer. Renowned for their enduring passion of exceptional quality appliances, premium design and evolving innovation, the Experience Centre is set to showcase the Miele lifestyle as visitors migrate through the zones of its product categories. The ground level is dedicated to freestanding homecare products, Laundry and Floor care to Coffee culture. Ascending to the first floor, customers will be fully immersed in the Miele lifestyle that unfolds to reveal key areas of the Cooking Parade, Steaming area, Cooling area, four Design Kitchens and a declaration to the Active Kitchen. The Active Kitchen is set to be the main feature attributing the experience of built-in appliances that inspire and ignite all things culinary.



Mr. Kenny Lam, Managing Director of Miele Hong Kong and Macau remarked: “The Experience Centre is a remarkable milestone in Miele’s portfolio in Hong Kong. One of the key elements in Miele’s growth strategy is to deeply engage its consumers with positive experiences shared through the Experience Centre which aims to be a driving innovation in experiential sharing, learning and growing together with the brand.”

In creating value for customers and impacting their passion and skills in culinary experiences, Miele has brought on board Miele’s In-House Chef, Chef Chan Wing Kuen, to lead on all the cooking workshops and demonstrations at the Experience Centre. With over 20 years of cooking experience, Chef Kuen was the former head chef at the acclaimed FINDS restaurant, the only Scandinavian eatery in Hong Kong, for nine years. The Experience Centre will successively stage engaging workshops to showcase the brand's differentiated technology and performance.





Experience Centre Lifestyle Events

In its continuous commitment to enhancing the overall user-experience, Miele is to offer weekly cooking demonstrations utilising different cooking techniques. Private cooking demonstrations will also be provided by appointment. Other events including Sous Vide Cooking Workshops and Baking Classes will allow customers to become acquainted with the unrivalled performance of Miele cooking appliances.

For more information, please visit:

Miele Experience Centre (MEC)

G/F and 1/F, Lee Garden Six, 111 Leighton Road, Causeway Bay

Tel: 2890 1018

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About Miele

Since its establishment in 1899, Miele has been synonymous with manufacturing the finest home appliances in the world, including cooking appliances such as ovens, steamers, coffee makers, dishwashers etc, as well as laundry care products such as washer and dryers, and floorcare products. Renowned for its dedication to quality and engineering excellence, this family-owned and run company has become one of the most desired brands in the industry. Throughout the years, Miele has been awarded a range of endorsements by various organisations, including "Germany's Best Corporate Brand" and "Germany's Most Sustainable Big Company 2014." www.miele.hk



即時發佈

Miele Experience Centre 於銅鑼灣隆重開幕

慶祝品牌登陸香港二十週年



(2017年，香港) 德國高級家電品牌Miele為慶祝在香港成立二十週年，特別於購物集中地銅鑼灣開設Miele Experience Centre。這間樓高兩層、總面積達350平方米的旗艦店，為顧客帶來極具吸引力的體驗空間，展示出Miele最齊全的嵌入式及獨立式家電，將品牌打造家電的精湛工藝呈現眼前，同時為烹飪和設計愛好者帶來全新的購物體驗及服務。

Miele 於德國成立至今超過 100 年，以力求卓越品質、優質設計及不斷創新見稱，目前是全球最具規模、由家族持有及營運的高級家電製造商。全新開設的 Miele Experience Centre 按家電的種類劃分成不同的區域，讓顧客在飽覽產品的同時感受到 Miele 的生活品味。地下樓層集中展示獨立式的家庭護理產品，包括衣物護理、地板護理並同時展示咖啡文化。移步至一樓，顧客將會完全浸沒於 Miele 的生活品味，可以一次過窺探品牌特意打造的重要區域，包括煮意空間、以蒸煮為主題的 Steaming Area、陳列多款酒櫃和雪櫃的 Cooling Area、四個設計廚房，以及為顧客締造全新非凡烹調體驗的 Active Kitchen。

Miele 香港及澳門區行政總裁林祖勤先生表示：「Miele Experience Centre 是 Miele 在香港發展的一個重要里程碑。以客為本是我們業務增長策略的一個重要元素，我們希望透過一系列革新的活動，增加與顧客的互動，讓他們能親身體驗 Miele 的卓越功能和帶來的生活便利，與品牌共同學習和成長，藉此發揚品牌的文化及發展潛力。」

為進一步推動顧客對烹飪的熱情及技巧，品牌邀得擁有超過二十年入廚經驗的陳永權師傅擔任公司總廚，負責設計、主理及示範一系列烹飪工作坊。在加入 Miele 之前，他曾出任著名餐廳、香港唯一的北歐食府 FINDS 的主廚達九年。Miele Experience Centre 將會陸續舉辦更多工作坊，以展示品牌與別不同的技術及表現。



Miele Experience Centre 生活品味活動

本著不斷提升顧客體驗的承諾，Miele 每週均會舉辦烹飪示範，展示運用不同爐具的烹調技巧，顧客亦可以透過預約參與私人烹飪示範。此外，Miele Experience Centre 亦將開辦如慢煮及蒸煮工作坊等，讓顧客親身感受 Miele 烹飪家電無與倫比的表現。

如欲了解更多，歡迎到訪：

Miele Experience Centre (MEC)

香港銅鑼灣 111 號禮頓道利園六期地下及一樓

電話：2890 1018

關於 Miele

Miele 於 1899 年成立，是一間由家族持有及營運的德國公司，產品種類包括廚房電器如爐具、焗爐、咖啡機、洗碗碟機等，以及衣物護理產品如洗衣機、乾衣機等，和地板護理產品。Miele 不僅以其無可比擬的產品質素、耐用程度和優秀的顧客服務領導業界，其簡約的設計亦大大增加了產品視覺上的吸引力，提昇了空間運用的靈活性。

Miele 累積了四代的經驗和技術，多年來屢獲國際殊榮，近年分別獲授予「Germany's Best Corporate Brand」及「Germany's Most Sustainable Big Company 2014」，現時 Miele 是全球最受歡迎的家電品牌之一。www.miele.hk