

Press release  
No. 090/2021

## Miele flies its flag on Düsseldorf's Kö boulevard

- ▶ Inspiring shopping experience between 'Kö' and the banks of the Rhine
- ▶ 'Feel, Smell, Touch' and digital elements perfectly complement each other
- ▶ Inspiration also to dealers and architects

**Gütersloh/Düsseldorf, December 20, 2021. – The state capital on the Rhine has a reputation as a hotspot for fascinating fashion and modern art – and as a city of special shopping flair. As of today, Miele also welcomes customers to experience its brand world with all their senses in the best of Düsseldorf locations. The address of the latest branch of the world's leading premium manufacturer of high-performance, durable and sustainable domestic appliances is now Königsallee 2 ('Kö-Bogen'). The two-floor shop premises cover a total of 441 m<sup>2</sup> of sales and storage space. The ground floor is used by the Miele brand itself, whilst on the first floor Miele's subsidiary Otto Wilde Grillers has opened its own first showroom ([cf. Press release No. 091/2021](#)).**

Visitors to the Miele brand store should follow the Königsallee towards the Schadow Arcades, turn left there and, just a few metres on, will find themselves facing the wavy facade of the elegant Kö-Bogen with its striking glass frontage. Once inside, guests first encounter highlights from Miele's range of laundry and floor care products. The journey continues, past smart dishwashers, into the delectable world of Miele built-in appliances, covering everything from hob units, ovens and steam cookers to refrigeration equipment and wine units, all with exclusive features. Automatically controlled Plantcubes from Miele's Agrilution subsidiary are also on display, providing a daily supply of fresh salads, herbs and micro-greens in the convenience of one's own kitchen.

Highly competent advisory services spanning the premium brand's entire domestic appliance range are provided by Frank Schleicher, Operations Manager of Miele Retail GmbH and at the same time store manager in Düsseldorf, together with his four-strong team. 'Naturally, we also show what our appliances are capable of in live demonstrations', Schleicher says, with hands-on ironing and vacuum cleaning being just as much part of the experience as sampling demonstrations with tasty tidbits freshly prepared in steam cookers and ovens as well as coffee served from Miele's own coffee machines. In the weeks following the inauguration, customers will be able to look over the shoulders of such acclaimed Miele chefs-de-cuisine as Albert Jan van Santbrink from the Netherlands or Sophia Neuendorf, who was once among other roles responsible for the personal well-being of Germany's

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Miele & Cie. KG  
Public Relations

Postal address  
P.O.B.  
33325 Gütersloh  
Germany

Phone  
+49 5241 89-1953  
Fax  
+49 5241 89-1950

www.miele.de  
presse@miele.de

women's national football team. A barista from the owner-run Vollmer coffee roasters from Altenberge near Münster will demonstrate the impact of the selection, roasting and grinding of beans on creating a perfect cup of coffee. From spring onwards, there will also be regular cooking events at weekends.

'Our personal advice delivered direct at the machines with the touch, feel and smell so characteristic of Miele is combined with digital elements and innovative ordering and payment convenience', says store manager Schleicher. 'This way we offer our customers a scintillating shopping experience not to be found anywhere else'. A high-end ambience in the store is created by the contrast between a warm and natural wooden floor, elegant grey on the walls and a white ceiling with discreet coloured lighting. The Miele appliances blend in harmoniously, as does the festively decorated table in the active cooking area and the interactive screens to support the presentation and selection of products.

### **Sending out a clear signal to an affluent region**

The new Miele brand store counts among more than 100 Miele Experience Centres (MEC) run by the Gütersloh family company in the world's most exuberant metropolises from Vancouver to Sydney. Following MECs at Miele's Gütersloh headquarters and Berlin (Unter den Linden), Düsseldorf is Miele's third own location in Germany. 'We are sending out a clear signal in one of the most well-funded regions in our country', say Frank Jüttner, Managing Director of Miele's German sales subsidiary and also Senior Vice President DACH with the Miele Group.

In the top locations of major cities in particular, business is often dominated by large specialist retailers and online businesses, while classic specialist stores are few and far between. 'We are now stopping this gap in Düsseldorf, right next to many other top brands', Jüttner continues. The bottom line is that this also serves the interests of other distribution channels, for instance when customers are advised and inspired by Miele before they turn to their local dealer to place an order. In the Düsseldorf brand store, the entire range of Miele domestic products is on offer, including such popular accessories as casserole dishes, dust bags and Miele care products. Payment is simple and cashless using credit and debit cards or a mobile phone.

### **Media contact:**

Carsten Prudent

Phone: +49 5241 89-1951

Email: [carsten.prudent@miele.com](mailto:carsten.prudent@miele.com)

**Company profile:** Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. Their product portfolio also includes dishwashers, air purifiers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional). Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2020 business year amounted to around € 4.5 bn (thereof 29.5% in Germany). Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,900, of which approx. 11,050 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

## There are five photographs with this text



**Photo 1:** A first glance into the new Miele brand store, with current laundry care highlights and the staircase leading to Miele's Otto Wilde Grillers subsidiary. Built-in kitchen appliances and an active kitchen for show cooking are located in the rear area. (Photo: Miele)



**Photo 2:** World of indulgence where Miele extends a warm welcome to its customers, with a fresh coffee, cappuccino or latte macchiato. A venue for show cooking with tips and tricks from experts as well as delicious samples, offering, where required, the perfect backdrop for in-depth personalised discussions. (Photo: Miele)



**Photo 3:** Hob units with classic radiant heat or induction? Surface-mounted or flush-fit? What width and which smart functions should I opt for? Store manager Frank Schleicher (right) provides advice to first guests visiting the Miele brand store in Düsseldorf. (Photo: Miele)



**Photo 4:** Looking forward to opening the Miele brand store on the exclusive Kö boulevard (left to right): Bernhard Hörsch, Head of Sales with Miele Germany, Frank Schleicher, Managing Director of Miele Retail GmbH and also store manager in Düsseldorf, together with Frank Jüttner, Head of Miele Germany and also Senior Vice President DACH of the Miele Group. (Photo: Miele)



**Photo 5:** The view from outside: The new Miele brand store at the Königsallee 2 location ('Kö-Bogen'), with neighbours such as Apple, Breuninger, Faber-Castell, Joop! and Porsche Design – and just a few steps from the Kö boulevard and the Schadow Arcades. (Photo: Miele)

[You can find a first video tour of the brand store here.](#)

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