

Press release
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Miele and extreme cashmere present the world's first cashmere spa at Paris Fashion Week

- ▶ Unique installation turns washing routines into moments of indulgence
- ▶ The right care for cashmere thanks to the innovative Miele honeycomb drum

Gütersloh/Paris, March 6, 2025 – How can cashmere be kept as soft as it was on the day of purchase, and how can these fine materials be washed and cared for at the highest level? These are questions that concern fashion connoisseurs worldwide. This is precisely where Miele and the fashion label extreme cashmere come in with a revolutionary and inspiring new approach. At Fashion Week, they are presenting the world's first Cashmere Spa, where visitors can discover the art of cashmere care through live demonstrations and interactive elements. A tribute to conscious care, to the quiet rituals of everyday life and to the timeless elegance of high-quality materials.

From 5 to 8 March 2025, Rue Chevert 36 in Paris will be transformed into a very special retreat. In the midst of the pulsating Fashion Week, the premium manufacturer Miele and extreme cashmere are joining forces to present a spa for high-quality cashmere garments. However, the on-site experience is about more than just appropriate textile care: accompanied by gentle sounds, enveloped by delicate scents and the feel of the finest fabrics, laundry care becomes an experience for the senses. A special highlight of the installation are eight washing machines dyed in the colour 'tea rose', which are artistically staged exclusively for the Cashmere Spa. 'With our collaboration with extreme cashmere, we are going far beyond the usual and presenting our Miele brand in an inspiring and creative way that will delight our visitors on site', says Andreas Wieser, Director of Brand Management at Miele.

Unique collaboration between two brands that stand for quality and durability

A closer look at the world of extreme cashmere and Miele shows that quality, perfection and timeless elegance have been deeply rooted in the values of both companies since their foundation. 'The partnership with extreme cashmere allows us to showcase the Miele brand in a fresh way. The basis for this is our shared, almost uncompromising passion for quality. A timeless value in a fresh guise.' explains Wieser.

For Saskia Dijkstra, founder of extreme cashmere, Miele technology has always been an essential part of proper cashmere care. 'Making the best cashmere sweater that will last a

lifetime is one of the key brand values, and one of the most important ones. To achieve that, we have to show how to take care of our sweaters. That is where this collaboration comes in.' says Dijkstra. The collaboration honours this special relationship by combining extreme cashmere's commitment to creating timeless garments with the expertise of the premium appliance manufacturer.

Washing, drying, smoothing – every step becomes a ritual

During Fashion Week, the installation uses five steps to show everyday care routines such as washing, drying, ironing, caring for and folding laundry, which are designed to perfectly preserve cashmere textiles. The washing is done in Miele washing machines, which, with their proven honeycomb drum, allow the cashmere to glide gently on a thin film of water. 'At this location, we will also be showing the next innovation step in the field of laundry care – our InfinityCare honeycomb drum, the world's first drum without ribs. Thanks to the new Queen cells and our intelligent washing technology, we are achieving even greater laundry protection and thus a longer life for our clothing.' says Ralf Zimmer, Vice President Category Marketing of the Laundry Business Unit at Miele.

At Fashion Week, cashmere garments are washed using the appropriate wool programme at no more than 600 spins and 30°C to preserve the original softness of the fibres. After washing, the cashmere items are dried lying down in the spa. The garments are then gently steamed in the Miele FashionMaster.

A pilling station provides additional care to remove any pilling and keep the fabric in pristine condition. Visitors to the spa receive valuable tips and tricks on how to clean cashmere optimally and maintain its softness in the long term.

Media contact

Laura Friedrich

Phone: +49 5241 89-1961

Email: laura.friedrich@miele.com

About Miele: For more than 125 years, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global

network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

about extreme cashmere: extreme cashmere doesn't follow the traditional fashion cycle, instead they build an ongoing collection suitable for all seasons and all occasions. The clothing is genderless and unisex, meant for everybody and every body, as they believe in finding the perfect shape for your body and style rather than looking at sizes. Their main interest lies in creating and producing long lasting garments containing classic styles that surprise with colour and a keen attention to detail. There is a dedicated and talented team behind extreme cashmere, composed of both young talent and those with years of knowledge and experience. Their energy is combined to make your favourite cashmere item, one that will endure for many years to come. As a product-focused fashion brand, extreme cashmere continues to embrace tradition as they refresh and reinvent how cashmere is worn while refusing to make concessions.

There are seven photographs with this text



Photo 1: At Paris Fashion Week Miele and extreme cashmere are presenting the world's first Cashmere Spa. A special highlight of the installation are eight washing machines dyed in the colour 'tea rose', which are artistically staged exclusively for the Cashmere Spa. (Photo: Miele)



Photo 2: From 5 to 8 March 2025, Rue Chevert 36 in Paris will be transformed into a very special retreat. In the midst of the pulsating Fashion Week, the premium manufacturer Miele and extreme cashmere are joining forces to present a spa for high-quality cashmere garments. (Photo: Miele)



Photo 3: At the Cashmere Spa visitors can discover the art of cashmere care through live demonstrations and interactive elements. (Photo: Miele)



Photo 4: The world's first cashmere spa is a unique collaboration between two brands that stand for quality and durability. (Photo: Miele)



Photo 5: Also part of the Cashmere Spa: The top models of the new generation of laundry care, W2 Nova Edition, with the InfinityCare honeycomb drum, the world's first drum without ribs – for even greater laundry care and a longer lifespan for clothing. (Photo: Miele)



Photo 6: Also part of the Cashmere Spa: The top models of the new generation of laundry care, W2 Nova Edition, with the InfinityCare honeycomb drum, the world's first drum without ribs – for even greater laundry care and a longer lifespan for clothing. (Photo: Miele)



Photo 7: The garments are washed in Miele washing machines, which feature the renowned honeycomb drum that allows the cashmere to gently glide on a thin film of water. After the wash cycle, the cashmere items are dried in the spa while lying flat and then gently steamed with the Miele FashionMaster. (Photo: Miele)

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