

Miele at the IFA Kick-Off 2026: “The Future is Now” – How Future Trends Become Practical Tools for Everyday Life

- ▶ Duoflex HX2 combines vacuuming, mopping, and self-cleaning in a single device
- ▶ CulinaryCoach uses AI to guide customers through the cooking process
- ▶ Miele Unveils Concept in Response to Limited Living Space

Gütersloh/Berlin, June 30, 2026 – Artificial intelligence, smaller living spaces, and the desire for greater comfort are transforming life at home. Many people want to spend less time on housework and expect solutions that adapt flexibly to their daily lives. Under the motto “The Future is Now,” Miele demonstrated at the IFA Kick-Off how current social and technological developments are transforming the home – and what specific solutions the Gütersloh-based company offers.

“For us, innovation is not an end in itself. A new technology is only successful if it tangibly makes life easier for customers. That’s why we develop solutions that provide greater convenience, save time, and give people more freedom to focus on the important things in life,” said Danijel Vladimirov, Vice President of Sales for Germany at Miele.

The responses to these developments range from artificial intelligence in the kitchen to new solutions for floor care and concepts for modern living spaces. With the Duoflex HX2, the CulinaryCoach, and the “Miele Compact Living: Kitchen Unit powered by Hettich” concept, Miele demonstrates how future trends are transformed into concrete solutions for everyday life.

Greater Convenience in Floor Care

With the Duoflex HX2, Miele introduces the next generation of its Duoflex model series. The appliance combines vacuuming, mopping and self-cleaning in a single system. Thanks to the new AquaTurbo mop cleaning tool, dry and wet debris are picked up in a single pass. On models equipped with a self-cleaning station, the dust container empties automatically. Anyone who has ever laboriously cut hair out of a brush or cleaned dirty wet rollers knows how much effort appliance maintenance requires. The Duoflex HX2 takes care of this work: It automatically removes hair from the brush (AutoCut) and cleans the wet rollers on its own

(AutoClean) – each in its designated self-cleaning station. This minimizes contact with dust, hair, and dirt and ensures a consistently hygienic cleaning experience.

[Press release No. 049/2026](#)

CulinaryCoach: Artificial Intelligence as a Cooking Coach

With CulinaryCoach, Miele brings artificial intelligence into the kitchen. Users describe what they want to prepare using text, voice, or a photo. The assistant guides them through the cooking process, provides appropriate recommendations, and answers questions about preparation. Drawing on Miele's expertise in cooking and appliances, CulinaryCoach also transmits optimal settings directly to connected ovens.

[Press release No. 048/2026](#)

New Perspectives on Urban Living

With 'Miele Compact Living: Kitchen Unit powered by Hettich', Miele presents design and appliance concepts for modern living spaces where every square meter counts. The concept demonstrates how high-quality home appliances can be integrated even in limited spaces. Cooking, dining, and working are intelligently combined. Multifunctional furniture and digital assistance create an integrated living concept for changing living situations.

[Press release No. 050/2026](#)

Media Contact

Selin Dogan

Phone: +49 5241 89-62660

E-Mail: selin.dogan@miele.com

About Miele: Since 1899, Miele has lived up to its brand promise "Immer Besser" in terms of quality, innovation, and timeless elegance. The globally active company for premium domestic appliances delights 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 2025 business year, Miele generated a turnover of 5.16 billion Euros with approximately 23,000 employees. Its global network comprises 19 production plants and 49 service and sales subsidiaries (as of March 2026). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

There are three photographs with this text



Photo 1: Danijel Vladimirov, Vice President of Sales for Germany at Miele, spoke at the IFA Kick-Off event, themed “The Future is Now,” about how current social and technological developments are transforming the home – and how Miele is responding with innovative solutions. (Photo: Miele)



Photo 2: With the Duoflex HX2, Miele is introducing the second generation of the Duoflex model series. The appliance vacuums, mops, and cleans itself – thereby combining three steps into one for the first time. (Photo: Miele)



Photo 3: Danijel Vladimirov, Vice President of Sales for Germany at Miele, spoke at the IFA Kick-Off event – themed “The Future is Now” – about how current social and technological developments are transforming the home – and how Miele is responding with innovative solutions. (Photo: Miele)

Download text and photos: www.miele-press.com

Follow us on:

