

Press release
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From over a million settings at the touch of a button: Miele unveils its vision for the future of laundry care

- ▶ Load the Laundry. Press Start. Done: a concept study shows how smart automation could take over decision-making when doing the washing in future
- ▶ 127 years of expertise combined at the touch of a button – for less uncertainty and greater convenience in everyday life

Gütersloh/Berlin, September 2, 2026 – Which programme? What temperature? What spin speed? How much detergent? The real decision-making begins even before the washing machine starts. With a Miele washing machine, the various programmes, temperature options, spin speed settings, extras and detergent dosing options result in more than a million possible combinations of settings. With its concept study “Cary”, Miele is now showcasing the future at IFA, where users will hardly have to give any of this a second thought. The vision: the machine recognises the laundry, tailors the wash cycle to it and selects the appropriate settings. All that’s left to do is: load the laundry. Press start. Done.

“Modern technology should make life easier, not more complicated. Ideally, doing the washing in future will mean: load the machine, press ‘Start’ – and the machine will automatically adjust all the necessary settings,” says Dr. Clemens Philippson, Senior Vice President of the Business Unit Laundry at Miele.

Fewer decisions, greater certainty

Almost everyone loves the smell of freshly washed laundry. However, far fewer people enjoy dealing with the various settings on their washing machine. This is precisely where the concept study comes in.

Anyone who has previously had to think about which programme is the right one, or whether a garment can withstand the chosen wash cycle, will no longer have to make this decision themselves in future. This not only saves effort, but also reduces uncertainty.

Laundry care will thus become more accessible to everyone. After all, achieving the best possible result shouldn’t require expert knowledge – whether someone is doing their own washing for the first time or simply wants to spend as little time as possible choosing programmes and additional settings.

Clothes benefit too: a programme tailored to the specific load ensures that cleaning and care are properly matched, thereby offering greater peace of mind when washing your favourite items of clothing.

When the washing machine understands the laundry

In future, intelligent laundry recognition and the use of artificial intelligence will determine what type of laundry is in the drum. The programme, wash cycle and detergent dispensing will be tailored to the specific load. This means that knowledge of the correct settings will soon be stored in the machine – rather than in people's minds.

The technology operates in the background. Rather than overwhelming users with increasing numbers of functions and settings, Miele turns the logic around: the technology becomes smarter so that it is easier to use. This simplicity also shapes the design concept: a minimalist interface focuses on the essentials and deliberately allows the complex technology to fade into the background.

The full-length glass front and clean lines break away from the traditional image of a washing machine, making the appliance appear more like a natural part of the living space.

127 years of Miele expertise at the touch of a single button

The concept study shows where this development could lead: fewer decisions, less uncertainty and greater confidence in the outcome.

"The more decisions a domestic appliance takes on, the more important trust becomes. This is precisely where our experience comes into play: we combine 127 years of Miele expertise with intelligent automation to remove complexity from everyday life. This is exactly what we mean by our IFA trade fair slogan: 'The end of housework is in sight'," Dr Clemens Philippson continued.

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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 two photographs with this text



Photo 1: From over a million setting options at the touch of a button: This Miele concept study Cary presents a vision of the future of laundry care – load the laundry. Press ‘Start’. Done. (Photo: Miele)



Photo 2: When the washing machine ‘understands’ the laundry: In future, smart laundry recognition and AI are set to help select the right cycle for each load and take the decision-making off users’ hands. (Photo: Miele)

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