Press Release
No. 028/2025

Miele wins several iF Design Awards

- 14 products and product series win prestigious design award
- Awards for laundry, floor care, kitchen appliances and Miele Professional

Gütersloh, March 17, 2025 – How easy is it to use? Is it sustainable? What's new about it? These are some of the questions asked by the jury of the iF Design Award and convincingly answered by the 14 Miele products and product ranges that won the prestigious award. These include innovative vacuum cleaners, elegant washing machines, distinctive refrigerators, stylish cooker hoods and commercial appliances with exceptional features.

The renowned iF Award has been honouring outstanding design quality for over 70 years. It celebrates design in a holistic sense. In addition to form, the criteria include functionality, user-friendliness, target group focus, and sustainability. The Miele products impressed the jury across all areas. Andreas Enslin, Head of the Miele Design Centre, explains: "The iF Award has become the most recognised design award in the world. Since 1967, Miele has been honoured many times by the iF design experts for excellent design. I am delighted with the awards from the high-calibre international jury, which show that the Miele design team has once again met our brand, quality, and design standards for a wide range of our products in 2025."

A portrait of the award winners:

Award-winning care: Guard vacuum cleaner series

Four awards went to vacuum cleaners, including all three Guard vacuum cleaner product lines. These live up to their name, reliably protecting users from dust and fine particles such as pollen thanks to the effective dust bag and filter concept. Connection with the Miele app, which reminds you when these bags and filters need to be replaced, is especially practical – and includes an ordering function. High-performance on all types of flooring, featuring a smart automatic mode, light and manoeuvrable, and tested for a 20-year service life*: the quality of the Guard vacuum cleaners soon made them a customer favourite and earned them high scores from the iF Design Award jury, especially as the Guard vacuum cleaner is visually stunning, with its textured surfaces, innovative fabric details and unusual colour accents in rose gold and copper.

The Duoflex cordless vacuum cleaner is fourth in the group of award winners. It also offers high performance thanks to its ultra-effective Digital Efficiency motor, while the two-stage filter system ensures clean air in the room. The Duoflex boasts extensive accessories, a long battery life, and an elegant yet timeless design. In addition to the functionality category, it particularly impressed the iF jury for its sustainability aspects, supported by its durable materials and ability to be disassembled. Its similarities with the Vooper circular vacuum cleaner concept, which Miele launched last year, are no coincidence.

Laundry care with the wow factor

Three winners of this year's iF Design Award came from the laundry care sector. The flagship model of the new W2 generation of washing machines, the W2 Nova Edition, received one of the coveted awards, while its intuitive M Touch Pro user interface received its own award. The new user interface, which is also used in the T2 Nova Edition dryers, impressed the jury. It is large and clearly laid out, in colour throughout, and can be operated intuitively using the tap-and-swipe function.

There was also an award for the Aerium laundry cabinet, in which textiles that are not soiled but are no longer clean enough to go back in the wardrobe can freshened up, dried and smoothed.

The Nova Edition washing machine exudes elegance and aesthetic appeal with its control panel in real black glass and the matching extra-large glass door. The jury was full of praise for these features and the washing machine's technology and convenience, including the MotionReact feature: thanks to a sensor, the appliance switches on automatically when you approach it. The door opens with a gentle touch (ComfortOpen). Both features are extremely practical, especially when your hands are full carrying a heavy laundry basket.

Refrigerators: award before market launch

American dimensions, European sustainability standards: the MasterCool product category for generously sized refrigerators and freezers is enjoying increasingly popularity in Europe. The iF Award went to the new built-in fridge-freezers, which will not be launched on the market until next autumn. Besides the premium appliance design with high-quality materials such as brushed stainless steel, the clean-lined design and the many practical functions, the improved energy efficiency garnered particular attention.

Authentic materials like glass, wood and black steel also distinguish the wine cabinets from the KWTUS 7000 series, which received an iF Design Award. Offering the optimal storage conditions for wines, these products come in an impressive design, offsetting dark colours

with warm white light of variable intensity. A range of sizes and the usual convenient features of Miele wine cabinets complete the series. The appliances will be launched in spring/summer.

Discreet, aesthetic, versatile: cooker hoods

Stella, Sienna and Escala: the illustrious names of the three cooker hoods deemed winners by the jury of the iF Design Awards. All three offer high performance and reliably eliminate odours, bind grease and ensure a pleasant indoor climate. Most strikingly, they boast a simple, minimalist design and unobtrusive elegance.

With its low height of 20 centimetres and different colours, the Stella ceiling extractor blends in almost perfectly with any ceiling. It is available in matte white, matte black, stainless steel, or can be individually painted or film-wrapped.

Two minimalist headroom cooker hoods combine elegance with functionality. They impressed the jury with their slim glass panels, discreetly integrated control panels and effective extraction. The top-of-the-range Sienna model offers plenty of headroom and operates at just 50 decibels – around 20 per cent lower noise levels** than other Miele cooker hoods. The new, modern Pearl beige colour, which is available alongside Obsidian black and Graphite grey, also exudes a certain lightness. The Escala headroom hood is even more discreet with its completely flat, seamless surface. Practical: The hoods can be controlled directly on the appliance, via the Miele app or automatically via Con@ctivity.

Both the Stella ceiling hood and the Sienna headroom hood allow the user to set the colour temperatures of the hob lighting to suit their preference. If desired, the ambient lighting bathes the room in indirect, atmospheric light that can be dimmed using LED strips.

Miele Professional: connectable and intuitive

In addition to domestic appliances, the design experts also awarded prizes to commercial appliances from Miele Professional in two categories. The first is the new 90-cm-wide PLW 8636 series of compact cleaning appliances and laboratory washers. Designed for highly specialised applications, these appliances can be networked, dry items automatically, and are equipped with technical highlights that were previously reserved for much larger models. One striking feature is intuitive operation via a large, clear colour display.

The award-winning PWM 509, PWM 909 and PWM 511 washing machines also won plaudits for their ease of use. The first two are designed for a load of 9 kg each, while the third can hold up to 11 kg of textiles. The full-touch colour display can be used to adjust the programs

and display them in a comprehensive or reduced format – in more than 30 languages. This virtually eliminates errors during use. The appliances can also be networked to notify a PC, smartphone or tablet when the laundry is ready.

Design awards for many models

The iF Design Award was presented to the series of products mentioned above. This means that the 14 awards were spread across significantly more models. These are among the best of almost 11,000 entries from 66 countries. The jury consists of 131 professional design specialists. The long-established competition is organised by the independent iF International Forum Design GmbH. The iF Design Awards ceremony will take place on 28 April at the Friedrichsstadt-Palast in Berlin.

The Miele award winners at a glance: Awards for Miele

You'll find further information on some of the award winners here:

Miele Guard series: the new vacuum cleaner generation is redefining floor care

Circular economy: Miele presents a concept for a circular vacuum cleaner at IFA

Even gentler, faster and more convenient – the new washing machines and dryers from Miele

New Miele ceiling extractors – delivering performance and style above cooking islands

Superb performance in a compact size: the new Miele laboratory washer for demanding applications

Efficient and connected: Allrounders from Miele for hotel laundries

*During the development phase of the advertised Guard vacuum cleaner series, Miele put models and core components through 750 hours of testing (= 37.5 hours p.a.) at maximum power level. More: miele.com/20years

**Compared to DA 6498 W at level 3 in exhaust air.

Media contact
Ursula Wilms
Phone: +49 5241 89-1958
Email: ursula.wilms@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.

There are thirteen photographs with this text

Photo 1: All three Guard series from Miele – S1, M1, and L1 – won an iF Design Award. The picture shows the Guard L1 Comfort in Titanium PearlFinish. (Photo: Miele)

Photo 2: The Duoflex cordless vacuum cleaner from Miele won the iF Design Award for its appearance, fast handling and high performance. (Photo: Miele)

Photo 3: The flagship model of the new generation of washing machines, the W2 Nova Edition, won the iF Design Award for its aesthetics, technology and convenience. (Photo: Miele)

Photo 4: The intuitive user interface of the new W2 Nova Edition from Miele received its own iF Design Award and is integrated into the corresponding T2 dryer model. (Photo: Miele)

Photo 5: Refreshing, smoothing and drying – the laundry cabinet from Miele won for its concept and design. (Photo: Miele)

Photo 6: Scaling up: The new refrigerators and freezers from Miele's MasterCool range will be launched in autumn. (Photo: Miele)

Photo 7: Small but mighty award-winners: The new wine cabinets from Miele will be launched in spring/summer. (Photo: Miele)

Photo 8: Versatile design options go hand in hand with straightforward installation: the Stella ceiling-mounted cooker hood from Miele won an iF Design Award. (Photo: Miele)

Photo 9: The top-of-the-range Sienna model from Miele's range of headroom cooker hoods received an iF Design Award for its elegant look, high performance and very low extraction noise. (Photo: Miele)

Photo 10: Headroom cooker hood from Miele: the Escala cooker hood won an iF Design Award for its minimalist design and generous headroom. (Photo: Miele)

Photo 11: Proud winner of the iF Design Award for outstanding design and technical highlights: the new PLW 8636 laboratory washer from Miele. (Photo: Miele)

Photo 12: The PWM 509, PWM 909 and PWM 511 washing machines from Miele are easy to operate and have now been honoured with the iF Design Award. (Photo: Miele)

Photo 13: Andreas Enslin, Vice President Design Centre, is delighted with the iF Design Awards for numerous Miele products and sees this as “confirmation of our high standards of quality and design.” (Photo: Miele)

Text and photo download: www.miele-press.com

Follow us on: Miele
miele
Miele