

Home



Clothes

Ivy Ong-Wood

MOST APPLIANCE MAKERS content themselves with persuading people to buy their latest appliance. But not Miele.

The German manufacturer is creating an entire Miele lifestyle around its best-sellers – washing machines and dryers. Last year, it got Cantopop singer Kelly Chen Wai-lam to launch The Secret of Beauty range of limited-edition washing machines.

For the two new models in the Fragrance Dryer series, the world's first line of scent-releasing dryers, Miele is going one step further.

It has teamed up with French perfume master Mane of Grasse to create bespoke fragrances to go with the dryers, to be sold in Hong Kong next month.

Mane perfumers have come up with three fragrances specially for the Asian market. Oriental Amber is spicy and woody while Mediterranean Fig has green apple and fig notes. Wild Orchard is both citrusy and floral – a crowd-pleasing combination, especially among Asians.

The perfume has been locked into Fragrance Flacons (HK\$600 for three), which slot into the tumble dryer's filter system. Each capsule can last for up to 50 loads and

you can adjust the intensity of the scent to last up to four weeks in your clothes.

And in case you are wondering about the price of the Flacons for simply any generic dryer for that matter.

Only the T8007 and T8964 models allow the fragrance, which has been designed to be released at the optimum temperature (it goes above 90 degrees Celsius).

Be prepared to pay for the price of the dryer (HK\$29,980 while the T8964 is HK\$39,980). Contact ivy.ong@singtaonewscorp.com



Purple reign

THE CANDLE COMPANY is adopting purple as its color for March to support local nonprofit organization Enlighten-Action for Epilepsy in its "Paint the Town Purple!" campaign. Buy any purple-colored or lavender-fragranced product and the shop will donate HK\$1 to Enlighten. Purple wristbands are also available in the store for a HK\$10 donation.

March 26 has been designated Purple Day so customers wearing the color will get 10 percent off all regular-priced items.

Where: 11
Lyndhurst
Terrace, Central.
Tel: 2545-0099
MY ONG-WOOD

