

## FOR IMMEDIATE RELEASE

### 125-year-old German Appliance Brand Miele Launches Bold New Campaign in Canada

**Toronto, ON – September 2, 2025** – Miele, the world’s leading manufacturer of premium domestic appliances, announces the Canadian launch of its landmark creative campaign *Rumoured for a Reason*. Developed in collaboration with Wieden+Kennedy Amsterdam, this bold campaign is designed to cultivate curiosity and conversation around the 125-year-old German brand, which, while widely celebrated across Europe, continues to build awareness and elevate its presence in the Canadian market.

Founded in 1899, Miele is a family-owned company rooted in superior engineering, innovation, sustainability, and timeless design. With industry-leading 20-year product testing and durability, Miele has become synonymous with quality and performance worldwide.

“*Rumoured for a Reason* marks an exciting chapter for Miele in Canada,” said Nelson Fresco, President & CEO, Miele Canada. “This campaign is not just about awareness; it’s about sparking intrigue and showcasing why Miele stands apart. Canadians deserve appliances that deliver premium quality, innovation, and longevity. With this campaign, we are inviting more households to experience the Miele difference.”

The campaign embraces a bold truth: while Miele may not yet be a household name in Canada, it already enjoys a passionate ‘if-you-know-you-know’ following. The creative strategy transforms Miele’s extraordinary heritage, durability, and design into irresistible, gossip-worthy “rumours”, playful statements rooted in fact, such as “*Miele outlasts most marriages*” and “*Increases property value.*”

“*Rumoured for a Reason* gives us a unique opportunity to connect with Canadians in a way that feels fresh, bold, and unexpected. While Miele has long been admired globally for its engineering and durability, this campaign taps into curiosity and word-of-mouth to build intrigue here in Canada. It’s about turning our heritage and quality into conversation starters and inviting more Canadians to discover what makes Miele truly different,” said Ekaterina Dobrokhotova, Vice President of Marketing, Miele Canada.

#### **A Cinematic Partnership with Janicza Bravo**

To bring the concept to life, Miele partnered with acclaimed film director Janicza Bravo. Bravo’s unique vision and character-driven humour were instrumental in creating cinematic stories that balance relatability with exaggeration, ensuring the campaign feels both bold and entertaining.

#### **Spreading the Rumour Across Canada**

Launching September 2, 2025, the campaign will roll out nationwide across video, out-of-home, television, digital, social, and print channels. Designed to engage Canadians and spark conversation, it aims to increase brand awareness and impressions in key markets, such as Toronto, Vancouver, Montreal, and Calgary. To learn more about the campaign, visit [www.miele.ca/en/Microsites/rumoured-for-a-reason](http://www.miele.ca/en/Microsites/rumoured-for-a-reason).

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– 30 –

## Miele Company Profile

Founded in Germany in 1899 with a single promise of *Immer Besser*, a phrase meaning *Forever Better*, Miele is the world's leading manufacturer of premium domestic appliances. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance, and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners, laundry systems, rotary irons, dishwashers, ranges, built-in convection/speed/steam/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan Ontario. To learn more, visit [www.miele.ca](http://www.miele.ca) or follow us on [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).



**Photo 1:** Rumour has it, someone named Hans crafted it by hand, and we understand why. With sleek design and intuitive M Touch controls, the Miele induction range is precision engineering made for your kitchen.



**Photo 2:** Rumour has it, state-of-the-art cooling meets Instagram-worthy lighting. With BrilliantLight Pro, the new Miele MasterCool (launching October 2025) refrigeration fills the interior with bright, even light, making every snack, selfie, or fridge raid perfectly illuminated.



**Photo 3:** Rumour has it, it can answer the door, and we believe it. With Miele's Knock2open feature, this dishwasher gently swings open with just two taps, blending luxury, elegance, and convenience seamlessly into your kitchen.