

WHITE ON WHITE

Introducing a chic
alternative to stainless
steel appliances

■ BY ALYKHAN VELJI

As Seen in
DOMUS
Magazine

FINE HOMES • INNOVATIONS • EXPRESSIONS
DOMUS

Stainless steel has long reigned as the appliance colour of choice in any modern kitchen. However, those opting for a dramatic design statement can now delight in the cool, crisp lines of the new Brilliant White collection from Miele as the minimalist look is taken to the extreme.



interior design

A seamless, stylish kitchen has always been the goal for any home, and achieving that classy, upscale look is easier than ever with Miele's latest kitchen innovation. Founded in 1899, this German manufacturer didn't always make high-end appliances. They actually got their start producing cream separators. Fast-forward 113 years and they fit the highest-end appliances in the market with gold-plated fittings.

A steadfast dedication to their mantra: "Immer Besser" — a German phrase that translated to English means "Forever Better" — has allowed Miele to stay atop the ultra competitive world of kitchen appliances.

I witnessed first-hand what the saying really meant when I was asked to join the Miele team in Canmore for a fabulous night of gourmet food and wine in one of their custom kitchens.

Copious amounts of food and wine later, Miele shared one of the secrets to their success: custom functions that nobody else can do, like German manufacturing, quality control, and of course the automatic programs that each appliance can offer.

The night in Canmore was to celebrate the launch of their new Brilliant White line of appliances. The look really accentuates the cool, puristic, design of the kitchen.

This look, which has been a huge trend in Europe, was specifically designed for integration into an extravagant ambience for the discerning customer. Finally, designers and consumers have a choice in the appliance market that isn't stainless steel or hidden by cabinet doors.

High gloss white is an attractive option in high-end kitchen design. The clean lines and seamless look lends itself well to the hyper-modern look that so many designers, and homeowners, gravitate to. They make a kitchen sparkle, but don't overpower.

Homeowners seeking out increasingly sophisticated and stylish design statements in their kitchens can now enjoy the ultimate with the Brilliant White Collection by Miele that accentuates sophisticated, contemporary design of the kitchen.

The Brilliant White collection includes a Speed Oven, Steam Oven, Convection Oven, Built-in Coffee System, and a Plate/Cup Warming Drawer. Items that are a must in any high-end kitchen.

The best part: not only do they look good, they perform, offering chefs (or wannabe-chefs like me) all the chance to prepare perfectly cooked meals with their Master Chef function, with over 100 automatic programs built right in. Taking the guesswork out of cooking with amazing results every time. "Immer Besser" indeed. **D**

■ **Alykhan Velji** is the president of Alykhan Velji Design and has been featured on TV shows such as HGTV's Designer Superstar Challenge and My Rona Home. He specializes in both residential and commercial interior design projects.

A kitchen with white interior design is undoubtedly an ideal setting irrespective of the fact, whether you prefer contemporary or classic, rustic or ubane. As white is a neutral shade, there is endless decorating options ranging between contemporary and classic.

