

Miele Sponsorship Of Charity Fashion Show Gets Design SPARKS Flying



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Miele celebrated its established association with both fashion and clothes care by announcing the winner of the Miele Fashion Prize competition at the high-profile SPARKS fashion fundraiser.

The theme of the Miele Fashion Prize, which was launched at London Fashion Week in September 2008, was to design a dress based on one of the gentle fabric care programmes available on Miele [washer and dryers](#). Celebrity judges including TV presenter Natalie Pinkham, swimmer Mark Foster, and up-and-coming fashion design star Jasper Garvida chose a design by student Nathan Jones, aged 23, from the hundreds of entries received.

Nathan's winning design which was themed around 'easy-care couture' and made by Jasper Garvida, was unveiled at the star-studded Sparks charity Fashion Show. Nathan won the opportunity to follow his design - modelled by Strictly Come Dancing star Camilla Dallerup - out onto the catwalk and was treated to a table of honour at the fashion show, as well as receiving £1,000 of Miele [appliances](#) for his home.

Chris Wright, Miele brand communications manager, said: "Fashion and clothes care go hand in hand and Miele has a commitment to supporting rising talent within fashion. Clothes are a statement of personality and Miele's award-winning [washing machines](#) are developed to ensure that clothes look as perfect as they did the first time they were worn. Fashion-conscious individuals don't want their purchases to become faded or bobbed after a couple of washes and understand that an investment in fashion should be mirrored by an investment in the machines that will keep treasured clothing looking like new.

Miele's patented honeycomb drum gently cushions clothes during washing, and this, coupled with advanced [washing programmes](#) such as Silks and Delicates, means that anyone can care for their most coveted fashion items.

Jasper Garvida, commented: "It was a delight to be a judge for the Miele Fashion Prize - the entries were all of an extremely high standard and it was exciting to see so much creativity. Nathan won for his beautiful design that showed that high glamour and designer fashion can go together with easy clothes care."

Nathan Jones, said: "I feel so proud to have won the Miele Fashion Prize. It has been a unique experience working with Jasper and seeing my design change and take

shape for the Sparks Fashion Show. Winning the Miele Fashion Prize has set me on the path towards what I hope will be a great career in fashion design."

Miele is proud to support Sparks and help fund medical research into conditions affecting children. Miele has supported Jasper Garvida since his early emergence onto the fashion scene. His reputation for producing designs of great innovation as well as his technical expertise mirrors Miele's own standing in technological innovation and as a leader in appliance manufacture.

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Notes to Editors:

About

Premium domestic appliance manufacturer, Miele was founded in Westphalia, Germany in 1899 by Carl Miele and Kurt Christian Zinkann. The company philosophy is summed up by the phrase 'Immer Besser' (Forever Better) which reflects Miele's aim to constantly strive for perfection in all areas of its business.

Miele

Miele products are renowned for unrivalled quality. They are designed and tested for a working life of 20 years. The product range includes domestic kitchen appliances, such as washing machines, dishwashers, [tumble dryers](#) refrigeration, ovens, hobs and hoods as well as a large range of vacuum cleaners.

About

SPARKS (SPorts Aiding medical Research for KidS) is a charity that funds medical research into all conditions and disabilities affecting children. Founded and supported by top personalities in sports and entertainment, SPARKS fundraising activities range from neighbourhood coffee mornings and local 5-a-side soccer cups to star-studded gala balls, golf days, polo tournaments and fashion shows.

Sparks

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