



MARINELLA

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**Marinella, a Luxurious Residence Neighboring  
The Aberdeen Marina Club in Shum Wan, Southern District  
Equipped with The Alchemie, Miele's Limited Edition Series  
to Create the Most Magnificent Dining Space**

**22 September 2011 (Thursday), Hong Kong** –“**Marinella**”, the prestigious luxury residential project jointly developed by K. Wah International Holdings Limited, Sino Land and Nan Fung Group, is primely located adjacent to The Aberdeen Marina Club in Shum Wan, Southern District. The developers announced their inaugural cooperation with Miele, a world-class luxury domestic appliance brand, to become the world's first residential project to be fitted with The Alchemie, Miele's limited edition series kitchen suite that is worth over HK\$100 million, to create the most magnificent dining space.

**Mr Wilson Chan, Director – Sales & Marketing of KWIH**, said, “**Marinella**, within the environs of Deepwater Bay and Repulse Bay, enjoys one of the most supreme location on Hong Kong Island. To offer a world-class luxury residence with panoramic seaview, the developers devoted the most meticulous attention to every aspect of the project from planning, design, material selection to interior decor. The collaboration of **Marinella** with top class brand Miele demonstrates the developers' commitment to introduce the poshest lifestyle to discerning residents. All units of **Marinella** use The Alchemie limited edition series under Miele cost well over HK\$100 million, attaining the pinnacle of premium kitchen setting among local residential projects.”

“All the fixtures and kitchen equipment of Marinella are from top-of-the-line designer brands. Miele has highly exacting requirements, The Alchemie limited edition series is only allocated to projects that qualifies the quality control assessment of the overall project design and its suitability with the products. This year, only 500 sets of The Alchemie series are allocated to Hong Kong and Macau region with more than 400 sets sold to **Marinella**, underscoring its extraordinary rarity and luxury”.

**Mr Wilson Chan** continued, “The three- and four-bedroom units of



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Marinella use Argentum (silver) series and 24K gold plated Aurum (gold) series of fixtures respectively, so that residents enjoy The Alchemie series of Miele exclusively. The show Kitchen in the luxurious clubhouse is also equipped with the complete Aurum series kitchen set valued more than HK\$1 million, allowing the residents to unleash the full potential of their excellent culinary skills and partake of a variety of delectable cuisines with friends and family in a truly superior dining ambiance”.

**Mr Carsten Nittke, Managing Director of Miele (Hong Kong) Ltd.** said, “We are very honoured to provide The Alchemie series for presenting supreme quality and aesthetically pleasing appearance to the world-class luxury residential project **Mairinella**. Due to its exclusivity and scarcity, we have allocated a quota of 500 sets to Hong Kong and Macau. More than 400 sets were ordered by **Marinella** which strives to create an ultra-luxurious living environment”.

### **Appreciating splendour in aesthetic design**

The Alchemie limited edition series stands out from any other Miele’s collections with a special coating of oxidized silver as the final touch up, which takes longer production leadtime as well as higher design and production cost by 20% or more. The exceptionally high density also gives an ultra smooth surface which eliminates finger marks and hand smudges.

The Alchemie series offers the Aurum (gold) and Argentum (silver) collections, both featuring glossy metal surface coated with gold or silver surface in streamlined contours. For the Aurum series, handles of cooking utensils and coffee maker are plated with 24K gold. The kitchenware in the series exudes magnificence in appearance and performance with a titanium-plated surface and copper-coated glass at the rear. The entire Argentum series is equipped with an aluminium panel foundation. The rear of the kitchenware is fashioned with silver-coated glass while the handle of the cooking equipment and some sections of the coffee maker were made with chromium and aluminium.



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### **A sophisticated way of living with Miele**

Well-equipped with home appliances from the Miele Aurum series such as steam hood, steam oven, plate warmer, oven and coffee maker, all four-bedroom sea view units of **Marinella** project a regal luxurious style and demonstrate a new way of living.

*Steam oven* – with gold-plated handle adopting Miele’s exclusive VitaSteam technology, the precise electronic thermometer controls the steam within 40°C to 100°C. This technology avoids overcooking food while maintaining colour, aroma, taste as well as nutrients during the cooking process. Pre-installed with over 150 automatic cooking manuals, users can also tailor-make up to 30 cooking modes according to their preferences, and cleverly embedded multi-programming function within.

*Oven* – employing the same technique in the steam oven, it also comes with a gold-plated handle and Miele’s exclusive AutoRoast and Moisture Plus functions. With over a hundred pre-set cooking manuals including “stewing”, it possesses a flawless system that sets the optimum cooking time automatically. PerfectClean, another exclusive surface cleaning process, also makes cleaning of the inner part of oven and baking tray the easiest ever. The oven also offers multi-language options for users’ easy browsing on a large touch panel screen.

*Coffee maker* – The coffee maker has a glamorous exterior embellished with gold. Convenient enough, users can enjoy a cup of premium Espresso, Cappuccino, Latte, Macchiato or Milk Froth automatically brewed by the machine anytime they like. The gold plated stainless steel vacuum flask stores cold milk in good condition for 12 hours. Users can also save up to 10 favourite modes in this intelligent coffee machine and make a cup of fine coffee anytime. The elegant design with LED lighting makes the coffee maker always a beloved item at home.

### **Details of Marinella**



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Marinella comprises six 36-storey blocks, offering 411 residential units including semi-detached units, duplex units, penthouses and villas. It provides a variety of layouts from one bedroom up to four bedrooms. The project is expected to be completed in 2012.

### **About Miele**

Co-founded by Mr Carl Miele and Mr Reinhard Zinkann in 1899, the family business has been expanding over the centuries, ascending into the ranks of the world's leading manufacturers of premium home appliances and commercial equipment.

Adhering to the principle of "Forever Better", Miele's corporate spirit is reflected in its unswerving commitment to top-class quality. This enables the brand to remain as the pioneer in premium appliances market amongst intense competition. The company strives to provide only the best products and services to its users with a pursuit of quality and innovation.

The above are the reasons for Miele's long-enduring leadership in the industry. The Miele brand has earned the title of The Best Brand for three consecutive years since 2009. Organized by the GfK Group, a leading market research company in Germany, the awards honours outstanding brands with superb quality. Miele is also named The Most Trustworthy Brand by readers of the *Reader's Digest* in Europe several times and The Most Trustworthy Brand in Europe for the eighth year. Moreover, the top ten products of Miele are awarded with the Red Dot International Design Award while 11 other home appliances garner the iF Design Award for excellence in industrial design.

This year marks the 112th anniversary of Miele and represents a milestone for its success. The brand adheres to the principles of quality, innovation and user-friendliness in creating better home appliances to consumers.

Miele offers a wide range of kitchen and home appliances including



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multifunction ovens, steam ovens, grates, range hoods, dishwashing machines, coffee machines, wine storerooms, washing machines, tumble dryers, ironing machines, vacuum cleaners and more.

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**For media enquiries:**

Mr. Wilson Chan

Director – Sales & Marketing of KWIH

Tel: 9633 8922

Fax: 2516 9209

Email: [wilsonchan@kwah.com](mailto:wilsonchan@kwah.com)

Miss Angela Wan

Director, Bentley Communications Limited

Tel: 3960 1915

Fax: 2827 1337

Email: [angelawan@bentleyhk.com](mailto:angelawan@bentleyhk.com)

Ms. Angel Wong

Manager – Sales & Marketing of KWIH

Telephone:: 2880 1845 / 9552 6695

Fax: 2516 9209

Email [angelwong@kwah.com](mailto:angelwong@kwah.com)

Mr. Ian Li

Senior Press Officer, Bentley Communications  
Limited

Tel: 3960 1905

Fax: 2827 1337

Email: [ianli@bentleyhk.com](mailto:ianli@bentleyhk.com)



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Photo caption: Mr Wilson Chan, Director – Sales & Marketing of KWIH (middle), Ms Kitty Ngan, Assistant General Manager – Sales of KWIH (left) and Mr Carsten Nittke, Managing Director of Miele (Hong Kong) Ltd. (right) attend the press conference introducing Marinella’s top-class kitchenware. The units of this prestigious luxury residential project neighboring The Aberdeen Marina Club in Shum Wan, Southern District, are equipped with The Alchemie, the most prestigious limited edition series of Miele, at a cost of more than HK\$100 million.





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**Photo caption: Mr Wilson Chan, Director – Sales & Marketing of KWIH (left) and Mr Carsten Nittke, Managing Director of Miele (Hong Kong) Ltd. (right), stated that only 500 sets of The Alchemie limited edition series were allocated for Hong Kong and Macau this year and more than 400 sets have been purchased by “Marinella” to build the most splendid living environment for residents.**

