

1/2 **Textile Wellness Module (Update)**

Jovoto | Miele Washful Thinking | Textile Wellness Module

III. Brushed Elegance

Effect:
Restores delicate textiles

Perfect for:
– garments that require regular care and pilling to retain their fluffiness and feel-good factor.

IV. Scent Style

Effect:
Adds natural scents to textiles and garments

Perfect for:
– losing yourself in your favourite fragrance
– scented sheets and sleepwear

V. Therapeutic Touch

Effect: Adds health benefits to selected textiles and specific textile surfaces

Perfect for:
– topical applications i.e. a mentholated scarf or a patch of chill on the back of a snugfitting shirt for backpains

4 170403 | Sebastian Hager

Solution

The situation: A washing machine is a necessity. A dryer on the other hand is pure luxury.

The goal: Take the dryer to the next level of luxury.

The approach: Right now a dryer dries with varying degrees of speed and efficiency. But that's all it does. It dries. So it's time we add some new fabric features - that focus on emotions not efficiency.

The module: Is either integrated into the dryer or available as a separate device that can be placed on top or side of the dryer. Suitable for small to mid-sized fabrics.

The features: 1. Tempered Textiles
A) Imagine you could heat up a sweater after a long walk on a cold winter day? Just pick your favourite sweater, select the right settings for your sweater and run it through the special clothes ringer that heats the garment as desired. Like a toaster for textiles.

Washful Thinking



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Creative's profile



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Creative's top 5 skills

Graphic Design, User Experience, Communication Concept, Service Design,
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