

[Clothing Care Reimagined]

① How Samsung's Innovative AirDresser is Delivering Comprehensive Clothing Care



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Fashion is always changing. It can be impulsive and random—but the best part of it is that people can define their own personal styles with it. But no matter what your style is, it is always important to present your wardrobe in the best way possible. Even the most polished outfit can lose its charm when wrinkly, stained, or ill-fitting, and in a world where dressing sharply remains as important as ever, it isn't always easy to keep signature pieces such as jackets, suits, and dresses in pristine condition.

These special items generally can't be washed in the washing machine, while taking them to the dry cleaner on a frequent basis can prove expensive and time-consuming. In the face of these issues, Samsung is delivering a solution that is bringing about a new era of garment care.

Released in a range of territories in 2020, the Samsung AirDresser delivers a range of clothing care solutions to ensure that your garments are kept in tip-top shape. Whether you need to make sure your suits always look pressed for work, ensure your chiffon dress is steamed and sanitized in a delicate manner or refresh your kids' uniforms in a pinch, the AirDresser has your back.

Using powerful air and steam to remove odors, relax wrinkles, refresh and dry your clothes, the AirDresser brings truly comprehensive clothing care to the home environment, all in a sleek, appealing package. What's more, Samsung's

AirDresser is suitable for a wide range of users, delivers proven benefits in all seasons and boasts a range of smart features to make maintaining your clothes more convenient than ever before.

Below, we outline the expansive range of features that the AirDresser is delivering to consumers as Samsung brings powerful performance to clothing care.

For consumers with busy lifestyles, ensuring that their clothes are fresh and ready to take out and wear when needed is very important. Thankfully, the Samsung AirDresser has them covered. In addition to refreshing clothes with the JetSteam and JetAir features, the AirDresser offers powerful deodorization for your clothing. Able to comprehensively break down and separate odor-causing particles from clothes (including 99% of sweat and smoke odors¹), the AirDresser leaves clothes fresh and odor-free. Check out the video below to see just how the AirDresser's innovative JetSteam feature thoroughly cleanses your clothing.

And once your clothes are refreshed, the AirDresser ensures that your garments are comprehensively dried and ready to be taken out and worn. While the AirDresser's HeatPump Drying technology administers gentle and cost-effective drying, the solution's Upper JetAir technology combines with the Lower HeatPump to employ air circulation that reduces damage and shrinkage to clothing. What's more, once your clothes are fresh and dry, the AirDresser's Fragrance Kit feature provides you with the option to add a perfume of your choosing to your clothing.²

With AirDresser, untidy wrinkles in your clothing become a distant memory. In addition to treating garments with powerful steam that smoothes out wrinkles, the AirDresser employs a weight kit system that helps to relax wrinkles in your garments from top to bottom. Independent testing by Intertek has shown that the use of Samsung AirDresser leads to 100% of wrinkles being removed from woolen garments and approximately 80% being removed from rayon items.³

More pollutants cling to our clothes than we realize.

Fortunately, Samsung's AirDresser employs a number of methods to thoroughly refresh your clothing inside and out. These include the Air Hangers, which disperse air through the hangers that your garments are hung on to revitalize your clothing from the inside. Meanwhile, the JetAir feature treats your clothing with air from both the top and bottom to ensure that no patch of fabric is missed. And the AirDresser does this all quietly and discreetly, delivering comprehensive clothing rejuvenation with minimal noise and vibration. Take a look at the video below to see how JetAir and AirHanger technology combine to revitalize your garments.

And best of all, the AirDresser's host of powerful features are now accessible wherever you are with the Samsung SmartThings app.⁴ Features accessible through SmartThings include 'Care Recipe', which recommends cycles according to your clothing's fabric type, 'My Closet', which allows you to manage your garment list and usage history and 'Cycle Management', through which you can download and add new cycles to your AirDresser's repertoire. With SmartThings you can get cycle recommendations for a wide range of different fabric types, receive diagnoses from the AirDresser itself if the product encounters a problem and even utilize Bixby to control your AirDresser remotely with voice commands.⁵ Watch the video below to find out just how SmartThings is complementing the use of the AirDresser with intelligent usability.

As the world continues to change, and users increasingly demand more of their home environments, top-notch clothing care remains a priority for consumers everywhere. With the AirDresser, Samsung is delivering an aesthetic product to complement your home that allows you to ensure your garments stay fresh, presentable and fragrant from wherever you are.

2 Users must provide their own perfume. Strength of fragrance may vary depending on the perfume used.

3 Based on independent testing by Intertek, using a normal course according to KS K 0891 and ISO 9867. Wool fabric wrinkle recovery efficiency was 100 % and rayon fabric

wrinkle recovery efficiency was 80 % after using the AirDresser.

4 SmartThings not compatible with some tablets and other select devices.

5 Bixby only supported in US English, UK English, French, German, Italian, Spanish and Chinese.

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