

# Three Decades of Groundbreaking Design



**1961**  
The legendary industrial designer Dieter Rams is appointed head of Braun's newly established design department. Under his command, the German company would soon blaze a trail in modern electronics design.

**1962**  
American company Sunbeam develops the "spray mist" function for its irons. Alongside its preexisting "steam" and "dry" functions, it marks a vital new chapter in ironing technology.



**1963**  
U.S. brand Hoover introduces the first clean-air upright vacuum cleaner to the market, confirming the power of hard plastic. The design inspires countless spin-offs from competing manufacturers.

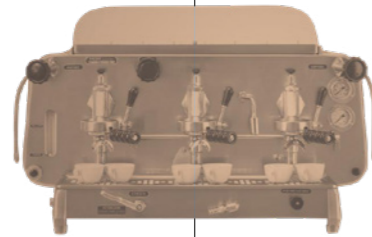


**1964**  
Fondue is marketed in America for the first time at the New York World Fair. Within a decade, electric fondue makers will emerge as the kitchen gadget *du jour*, the ultimate 1970s party piece.

**1964**  
Braun introduces the HLD 2 blow-dryer. Minimal, with a unique, boxy shape, the plastic design is one of many lightweight, affordable options to emerge during the '60s, rendering the blow-dryer a household staple.



**1960**  
U.K. brand Remington introduces the first rechargeable battery-powered electric razor. Convenient (it eliminated cords) and cost effective, this was a vital step in the evolution of shaving devices.



**1961**  
Italian brand Faema releases the first pump-driven espresso machine. Instead of physical force, it uses a motorized pump to push the water through the coffee. This design becomes the template for future espresso machines.

**1963**  
U.S. brand General Electric introduces the first self-cleaning electric oven, followed by the first electronic oven control in 1967. These key developments preempt the use of microprocessors in household appliances.



**1963**  
Dutch brand Philips creates the first compact cassette audio player, signaling the start of a home entertainment revolution. VCR players, video games, and the personal computer will emerge within 11 years.



**1967**  
Braun releases its iconic Aromatic coffee grinder. A sleek, pared-back, and fool-proof design, it epitomizes the brand's output at the time and has since become a coveted collector's item.