

Dear readers,

The end of the year is fast approaching. It is time for us all to reflect on the past year. As for me personally, I am particularly pleased that our close collaboration with you



has helped us to take important steps forward.

Among other things, we have further developed the PLATINUM HAIR LINE. The new colour chart reflects the most popular colours from our human hair range. We have also launched fresh, inspiring styles with the new BELLE MADAME HEADWEAR COLLECTION. From the Carla Turban to new bamboo styles such as the Livia Turban – this collection stands for versatility and elegance.

Aside from our collections, the interview I was able to do with the Federal Association of Alternative Hair Specialists (BVZ) was a particular highlight of the year. This provided a great opportunity to share our vision and commitment with the industry and for us to increase our proximity to each other.

I look forward to working with you to make 2025 another successful year. Let's tackle the challenges ahead with fresh energy and new ideas and look positively to the future together!

Thank you very much for your trust and support.

With best wishes for a wonderful pre-Christmas time,

*Yours,
Alexander Dening*



PLATINUM HAIR

BELLE MADAME PLATINUM HAIR LINE

THE BEST OF BOTH WORLDS

The BELLE MADAME PLATINUM HAIR LINE has a lot of new things to offer. With a total of eight new models and an extensive range of colours, the collection combines the best of both worlds.

The mix of high-quality Remy human hair and high-heat synthetic hair fibre offers many advantages. Platinum hair is soft, has a natural look and is almost indistinguishable from human hair. Thanks to the memory effect of the heat-resistant synthetic hair fibres, the hairstyle is also kept in perfect shape. The hair structure offers great advantages over human hair, especially for straight hairstyles, as it remains straighter after every hair wash,

as well as in high humidity. Platinum hair is heat-resistant up to 180 degrees Celsius and requires even less care and styling than human hair. The list of advantages is rounded off by the fact that this hair is even less expensive than human hair and offers a comparable lifespan.

A brand new model is THE GRACE, a modern long bob that is longer at the front than at the back. THE DELIGHT is a young long hairstyle

that enriches the collection. It is similar to Gina SF from the synthetic hair collection, which has been a bestseller for years. THE GLAMOROUS stands out as the model with the longest hair – the hair is slightly layered and 45 cm long. Whether styled with a side or centre parting, this style guarantees a glamorous appearance.

To be continued on page 2 ...



CONTENTS

1-2

BELLE MADAME PLATINUM HAIR LINE
THE BEST OF BOTH WORLDS

3

ALEXANDER DENING IN AN INTERVIEW
QUESTIONS & ANSWERS

4

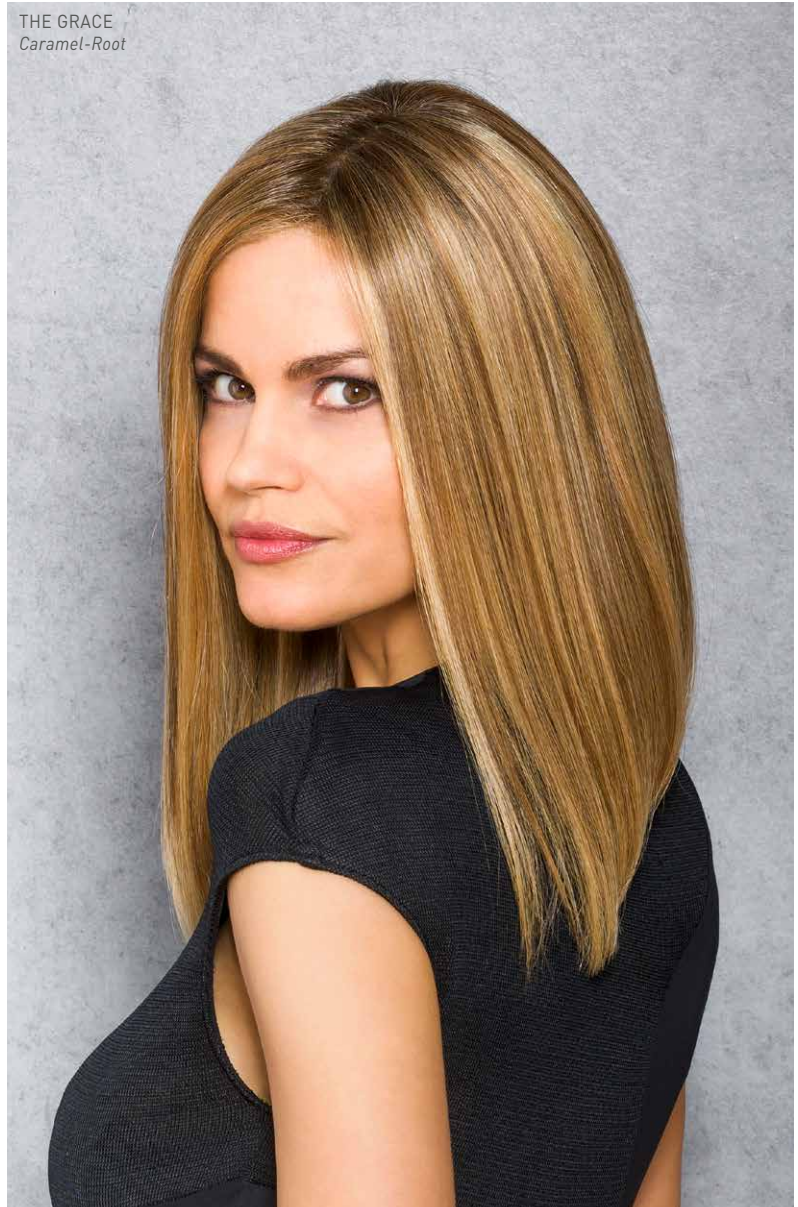
BELLE MADAME HEADWEAR
NEW MODELS, NEW CATALOGUE

4

DENING HAIR IN PERSON
EXPERTISE FOR INDIVIDUAL HAIR SOLUTIONS



PLATINUM HAIR



THE GRACE
Caramel-Root



THE GLAMOROUS
Vanilla-Light-Root

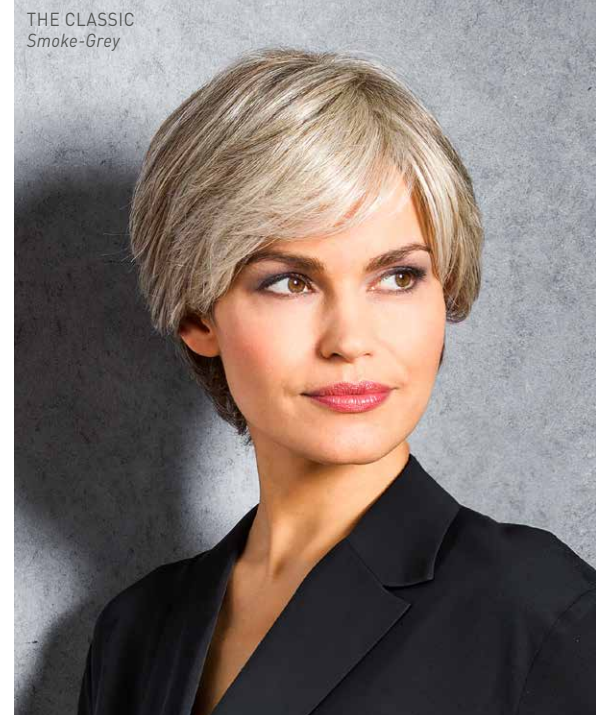
... Continuation from page 1

THE BEST OF BOTH WORLDS

THE SPLENDID is a convincing bob with a precise pre-cut and perfectly fitting neck section. **THE SWIFT** offers a short haircut with a little movement, the look of which can be varied by styling the fringe differently. **THE CLASSIC** is also a short haircut that epitomises timeless elegance with its straight hair. There is also something for larger heads: the Platinum Hair Line has been expanded to include **THE ELEGANT LARGE** and **THE STARLET LARGE** models, which were previously only available as smaller versions. ■



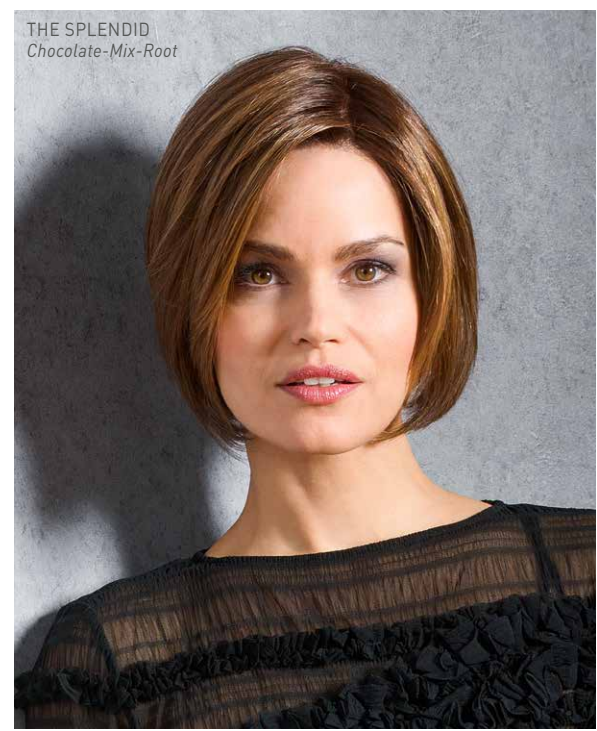
THE DELIGHT
Pearl-Blond



THE CLASSIC
Smoke-Grey



THE SWIFT
Pearl-Blond-Root



THE SPLENDID
Chocolate-Mix-Root

NEW PLATINUM COLOURS



Medium-Blond-Mix-Root
[10/12/20+Root10]



Vanilla-Light-Root
[11/20/23-11+Root11]



Nordic-Ash-Blond
[22/23-16+Root16]



Dark-Smoke-Grey
[39/43+F56]



Smoke-Grey
[43/56-39]



Pearl-Blond
[101/14-14]
Pearl-Blond-Root
[101/14+Root10]

BVZ: Mr. Dening, how did you turn Dening Hair GmbH into the company it is today?

Alexander Dening: Initially, I went my own way, trained as a bank clerk at Hamburger Sparkasse and then studied business administration in Hamburg and Passau. During this time, I naturally gained an early insight into my father Karsten Dening's established company for alternative hair products, which he founded in 1965 with his friend Diether Zarm and which was still called Zarm & Dening at the time.

Immediately after graduating in 1998, my father asked me to join the company, which he had been running alone since 1996 following the death of Diether Zarm. Though it was unforeseeable at the time, my father passed away in 2000 after a short illness, which was initially a great challenge for me and my mother Bibbi Dening. Together, however, we managed to make the company fit for the future, both in terms of the company name and the development of new collections. From then on, our main focus was on the constant new and further development of products. This is still the key factor in the success of our company today.

BVZ: What factors influence your product developments?

AD: Customer requirements are noted immediately and are constantly incorporated into new developments. This is possible for us because we are in close contact and exchange with alternative hair specialists, and at the same time we have a high level of expertise within the company. In line with our mission, we work in partnership to develop wigs, toupees and hairpieces of the highest quality

In an interview with the Federal Association of Alternative Hair Specialists (BVZ) Alexander Dening gives an insight into the history of the company and current topics at Dening Hair GmbH. An extract of the interview can be read here.

The full German version can be found in the current issue of the association magazine ZWEITHAARPRAXIS - issue 66.

BVZ: You are not in the end consumer business. Why not? Where do you get your market information from, for example on fit and the wishes and needs of end consumers?

AD: We are convinced that the advice provided by our specialist retailers – i.e. hairdressers and

We receive the necessary input for our product developments through close dialogue with our specialist dealers, who are directly confronted with the needs of end customers. The best example is the Frontalis RH hairpiece, which was designed for hair loss in the forehead area and was initially cus-

systematically expanded in future. Nevertheless, you cannot replace personal contact with customers. The sales force, trade fairs and daily telephone contact with our customers are essential for good collaboration. We feel that personal contact is all the more important in these times of digi-



ALEXANDER DENING IN AN INTERVIEW WITH BVZ

QUESTIONS & ANSWERS

alternative hair specialists – is crucial for the good fit of our prod-

tomised for a specific customer. This was later jointly developed further and successfully incorporated into our range. We also work closely with our customers on current hairstyle and colour trends in addition to traditional market observation.

Our customisation department also helps us with this: it provides us with interesting enquiries and information, which we can also incorporate into our new developments if necessary.

BVZ: How important do you consider digitalisation in the company in order to operate successfully in the market?

AD: Online information such as stock information is becoming increasingly important, and our website provides more information than the catalogues. This will be

talisation. What's more, it is often easier to integrate a catalogue or a phone call into the work processes of our specialist retailers in a manual environment.

BVZ: What hope and vision do you have for the future?

AD: Our hope is actually that we will become superfluous as an alternative hair company as our society conquers cancer and alopecia, and hair replacement will no longer be necessary for medical reasons.

There is certainly still a long way to go until then, which is why we are keeping the following vision firmly in mind: we want to be the most fascinating alternative hair company in Europe – we don't want to be the biggest, but we want to be one of the best companies in this sector.

The interview was conducted by Anja Ziele from A. Ziele PR



that offer people maximum comfort and security. Decades of experience have allowed us to develop a keen instinct for the right models for our markets. This is clearly our core competence, which contributes significantly to the success of our company.

ucts. In addition to professional advice, it often takes skilled craftsmanship to customise the hairstyle for the wearer.

In addition to customising the alternative hairstyle, detailed advice with tips for correct handling and styling is crucial for the satisfaction of the end customer.



INTERVIEW



Complete interview (in German) can be found in the current issue of Zweithaarpraxis or on www.dening.de for download





MIA TURBAN
Style 912-74
blue ikat print



LIVIA TURBAN
Style 922-76
butterfly print

BELLE MADAME HEADWEAR

NEW MODELS, NEW CATALOGUE



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The Belle Madame HEADWEAR COLLECTION is being enriched by a variety of new products – in addition to exciting prints and colours, structured fabrics create completely new looks.

With two new fabric variants, the popular CARLA TURBAN STYLE 985 now has two new looks that radiate a sporty casualness or sophisticated elegance.

Another model has been added to the selection of bamboo styles: the LIVIA TURBAN STYLE 922 is reversible and can be styled in a variety of ways with a separate headband. Like STYLE 910

and 920, this new turban is available in a delicate and versatile butterfly print. The MIA TURBAN STYLE 912 has also been supplemented with 3 new prints. ■

DENING HAIR IN PERSON

EXPERTISE FOR INDIVIDUAL HAIR SOLUTIONS



Josep Ramos

Josep Ramos has been a valued employee at Dening Hair for 16 years and enjoys being part of the team. His humour is infectious – most people know that from their own experience. His career in the company began in the warehouse and logistics, but five years ago he found his true passion for custom made wigs and toupees. Since then, he has

been a competent partner when it comes to realising customers' very personal ideas. "I wanted to be able to realise individual projects. As every custom made product is unique, I can sometimes also get creative here," says Josep Ramos. He attaches great importance to personal exchange and emphasises: "I like talking to customers; I really enjoy the per-

sonal dialogue." With his many years of experience and his flair for precision, he ensures that every custom made product is perfectly tailored to the needs of our customers. ■