

UP TO HAIR



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Dear readers,

Our sensational anniversary year is over, but 2016 is bound to be exciting as well. One thing we're excited to present to you is the brand-new BELLE MADAME NEWS



catalogues. As a supplement to the existing catalogue, it features some new

models that we'd like to show you today. With the success that these new designs found at the BVZ trade fair "Die Zweithaar" in Fulda, we could tell that we've tapped into current tastes and trends, which always inspires us to seek out the next innovation.

New styles also lend a summery feel to our BELLE MADAME HEADWEAR COLLECTION, in addition to current colours and patterns. Our new motto, "Switch it - Mix it - Style it", is just as versatile in practice as it promises to be.

Last but not least, we're happy to introduce you to two experienced new sales representatives who are now available to make personal appointments with you.

Have fun reading!

Best regards,
Alexander Denning



EBBA SF Ice-Blond-Root

TRAILBLAZING INNOVATIONS

EXCITING NEWS FOR THE BELLE MADAME COLLECTION

Once again, intensive development work during recent months has paid off. Starting now, the existing BELLE MADAME COLLECTION will be complemented by six new synthetic hair and two new human hair models as well as four hair pieces – two made of synthetic and two of human hair.

There's more to get excited about with three short hair-styles, a new bob and two long-hair wigs in the synthetic range to broaden the spectrum. The EBBA SF model, for instance, is a result of development on the successful WANJA SF model, featuring a shorter, younger cut and a large mono-crown. ANGELINA MONO SF is an enchanting long-hair model, similar to CARLOTTA SF, with an artfully unstyled and tousled look that gives it a very natural appearance.



ANGELINA MONO SF Chocolate-Mix



LARISSA SF 60/101

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GISELLE RH Caramel-Root

“New arrivals to the NATURAL HAIR LINE include Zita RH, a very short hairstyle, and Giselle RH, a long-hair model”

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EXCITING NEWS FOR THE BELLE MADAME COLLECTION

New arrivals to the NATURAL HAIR LINE include ZITA RH, a very short hairstyle, and GISELLE RH, a long-hair model. Both models feature a unique cap structure with wefts in the back of the head designed to give the hair a close fit and a natural fall. The models also feature silicon to provide a good fit.

The two new synthetic hair pieces DIAMOND SF and DIAMOND LONG SF are true to their name's promise. They are enchantingly luxurious, fully hand-knotted and feature a SUPER-FRONT, which in the case of DIAMOND LONG SF is a half-wig that is particularly good for hair that is in the process of growing

back or for bald patches on the top of the head. BARCELONA RH and MALAGA RH round off the hair piece collection in the human hair area. MALAGA RH is similar to the successful GRANADA LONG RH. With more hair and an unlayered style, it has a very close fit thanks to parting and wefts.

Another notable feature is the numerous modern colour trends that enhance the new models – typical BELLE MADAME.



BELLE MADAME NEWS 2016
News catalogue



ZITA RH Cherry-Root



AMANDA MONO SF Danish-Blond



DIAMOND SF



DIAMOND LONG SF



BARCELONA RH



MALAGA RH



STYLE 950-02 Ella Turban



1 Style
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STYLE 920-50 Bamboo-Headscarf with separate ribbon ORIGINAL STYLING



BELLE MADAME HEADWEAR COLLECTION
Brochure

BELLE MADAME HEADWEAR COLLECTION 2016

SWITCH IT – MIX IT – STYLE IT!

In keeping with the summer spirit, the new BELLE MADAME HEADWEAR COLLECTION features several additional models, offering a broad selection that celebrates the desire for new experiences.

Two printed, reversible models offer a broad range of styling possibilities, a wonderful new shade of green and a new turban with charming appliques

round off the collection. They allow you to find just the right look to match your customer's personal style.

In line with the motto "SWITCH IT – MIX IT – STYLE IT", these new models take elegance to the next level and feature top-quality materials. Thanks to their

intelligent design, they fit on any head shape – and the select materials guarantee the utmost wearing comfort. ■

SWITCH IT,
MIX IT,
STYLE IT!

STYLE 920-50
CREATIVE STYLING
Inside-out



STYLE 920-50
CREATIVE STYLING
Inside-out with
Ribbon as scarf



STYLE 920-50
CREATIVE STYLING
Ribbon as scarf



HEADWEAR COLLECTION



NEW FIXING MATERIAL

VELCRO BAND FOR A SECURE HOLD

A new fixing material rounds off DENING HAIR's accessories programme.

DENING PROFESSIONAL



The Velcro band attaches to growing or existing hair, which helps to fasten wigs and hair pieces. The Velcro band can be cut to the desired size, sewn into the cap or glued to the polyurethane. Depending on the adhesive intensity desired, BLUE or RED LINERS are suitable (sold separately).

The band is available in two colours:
4029-01 – beige
and 4029-02 – black.

It is delivered in a package with 5 bands (30 cm x 25 mm).

A wig requires about 10 cm of Velcro band, which means that a

package contains enough material for fixing about 15 wigs.

FIXING:

For wigs, the Velcro band can be fixed to the temples and on the nape of the neck. It is best to sew it into the cap, as the glue can dissolve with each washing. In addition, a piece of Velcro band can be fastened to the top of the head. In order to avoid damaging the material, it's best to glue it to monofilament.

In the case of hair pieces, the Velcro band can replace clips; however, 1-2 clips should still be available for use for a secure hold.



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DENING HAIR IN PERSON

MORE OPPORTUNITIES IN THE SALES FORCE: TWO NEW SALES REPRESENTATIVES JOIN THE TEAM

Our sales force is extremely important for us. They create the direct link that connects us to our customers", says Alexander Dening. For this reason, DENING HAIR has added two experienced sales representatives to its team. They regularly visit customers throughout Germany as well as in Austria and Switzerland. In an average year, they easily clock in around 50,000 kilometres. Starting immediately, Kerstin Schübler will be servicing the southern region. As trained hairdresser and cosmetician, she was previously working as sales representative within the alternative hair business for several years. This has given her excellent industry expertise. Ursula Friedrichsen will be representing the northern region. Alongside commercial training, she has many years of experience

in various fields, most recently in the sales department of a wholesaler for alternative hair.

Both women are happy to find new challenges and place a high value on the personal contact that their profession affords them.

They present new models and colours on-site in the context of personal conversations. Questions can often be cleared up quickly in a face-to-face talk, which means that personal visits can't be replaced by either phone or postal communication.

Appointments can be made by phone at any time.
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