



CONTENTS

1-2

BELLE MADAME
PLATINUM HAIR LINE
**ONE HAAR-MIX
– ENDLESS
POSSIBILITIES**

3

BELLE MADAME
NATURAL HAIR LINE
**LULU CRH
– TIMELESS ELEGANCE
AT ITS BEST**

4

DENING HAIR WEBSITE
**SEARCH MORE
ACCURATELY AND
QUICKLY
– MAKE DECISIONS
MORE EASILY**

4

DENING PROFESSIONAL
COPIC HAIRLINE MARKER
**PERFECT ROOTS
IN A FLASH**

4

DENING HAIR
IN PERSON
**EXPERTISE IN ORDER
PROCESSING**

Dear readers,



Innovative hairstyles and advanced manufacturing techniques will continue to raise the bar for natural-looking, comfortable, and highly individual hair solutions in 2026. At the heart of everything we do is a simple goal: to provide high-quality hair systems that not only enhance appearance but also improve quality of life and inspire confidence.

In this edition of our newsletter, we would like to put the spotlight on our human hair and Platinum hair collections. Discover the latest styles, innovative developments and carefully considered details that continue to set new standards in natural beauty, comfort and personal confidence.

We are also continuing to expand our range of accessories, offering even more options for achieving a precise fit and a truly personalised wig.

Looking ahead, we are excited to announce that the new trade fair THE HAIR will take place in Frankfurt a.M. on 10th and 11th April 2027. We look forward to welcoming you there and sharing the latest innovations with you in person.

Finally, I would like to sincerely thank you for your trust and valued partnership. Together, we can continue to shape the future of the alternative hair industry—with innovation, collaboration, and a shared passion for excellence.

Yours,
Alexander Dening



THE CASUAL
Mocca-Mix

BELLE MADAME PLATINUM HAIR LINE

ONE HAAR-MIX – ENDLESS POSSIBILITIES

The BELLE MADAME PLATINUM HAIR LINE has plenty of new features to offer. With five brand-new styles and an extensive range of colours, this collection combines the best of both worlds.

High-quality Remy human hair meets innovative HIGH-HEAT synthetic hair fibres. The result: hair that feels naturally soft, looks vibrant and is almost indistinguishable from human hair – but can do so much more.

Thanks to the heat-resistant synthetic hair fibre with a memory effect, the hair style stays in shape. This makes PLATINUM HAIR a real game-changer: even in high humidity, the hair style retains its previously styled shape.

Heat-resistant up to 180 °C, it also requires less care and styling effort than conventional human hair – and all this at a more attractive price point with a comparable lifespan.

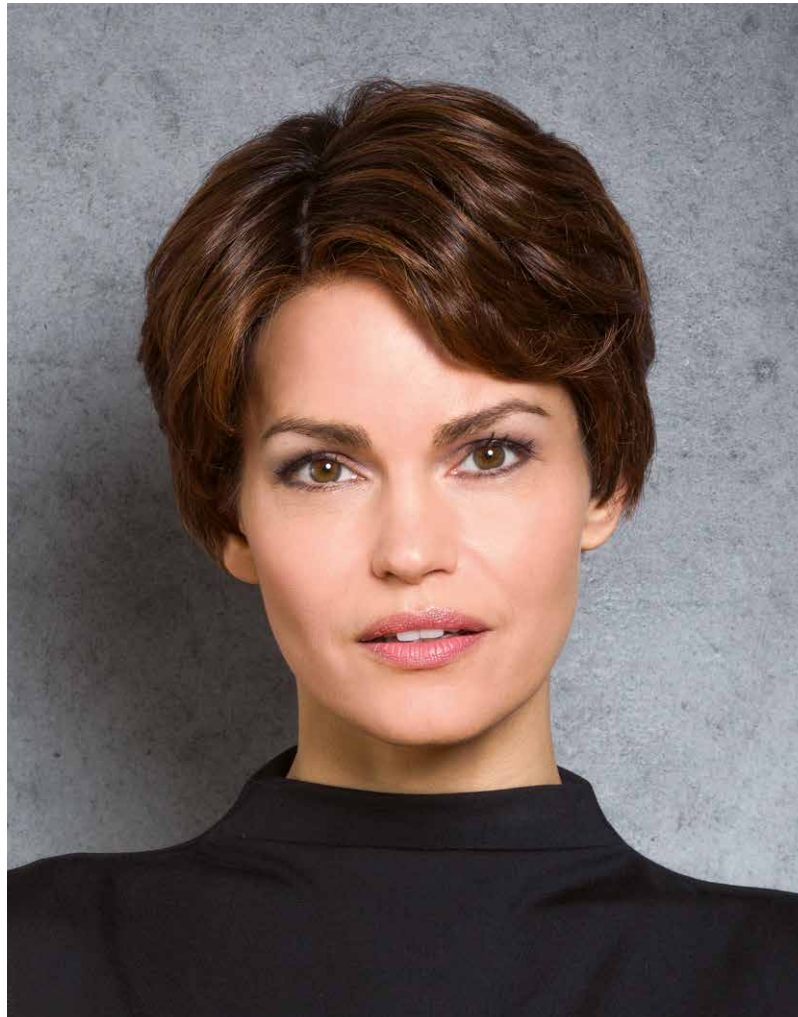
To be continued on page 2 ...



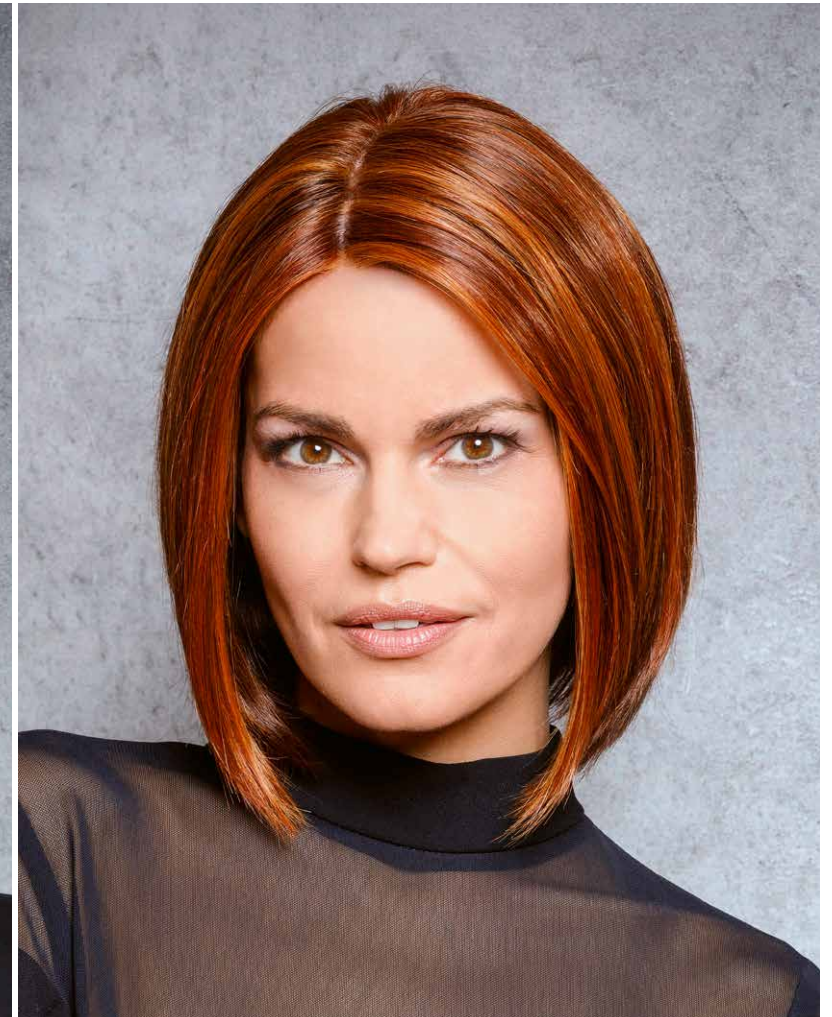
PLATINUM HAIR
IS A REAL
GAME-CHANGER:
EVEN IN HIGH
HUMIDITY,
THE HAIR STYLE
RETAINS ITS
PREVIOUSLY
STYLED SHAPE.

PLATINUM HAIR

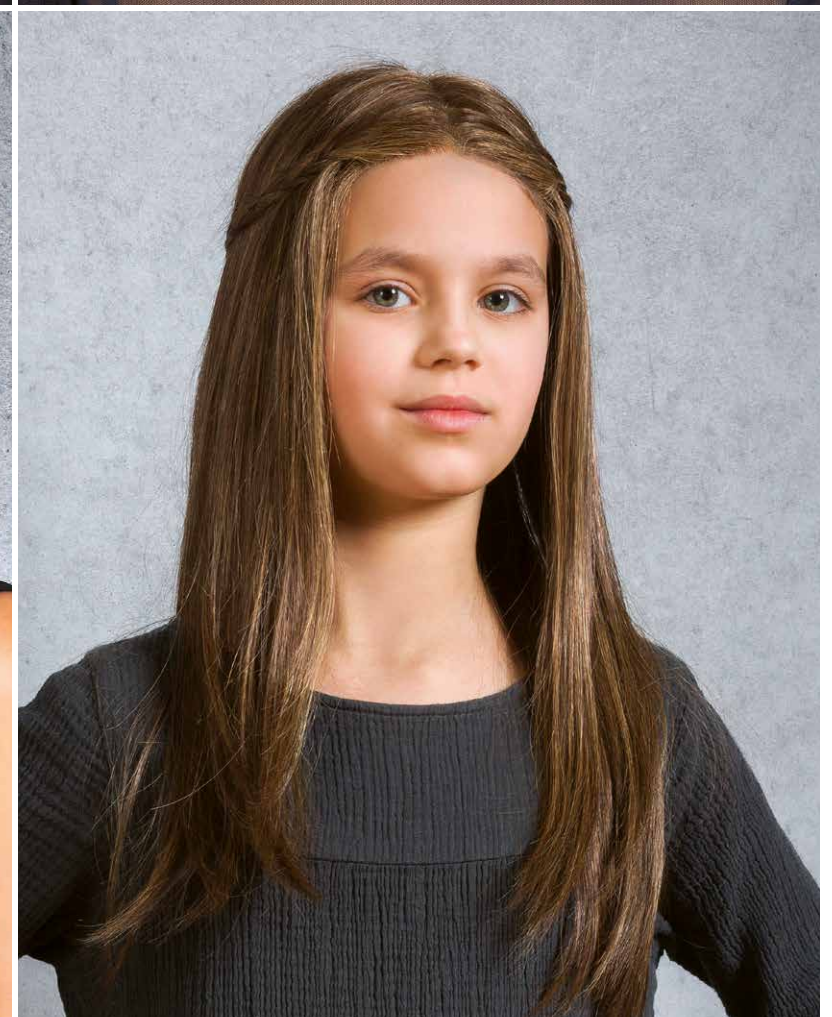
THE AUTHENTIC *Chocolate-Root*



THE POSH *Ruby-Mix*



THE SOPHISTICATED *Light-Scandinavian-Mix*



THE STARLET SMALL *Chocolate-Mix*

... Continuation from page 1

ONE HAAR-MIX – ENDLESS POSSIBILITIES

The collection has been expanded with exciting new styles:

THE AUTHENTIC – a timeless short hairstyle with a perfectly fitted neck area.

THE POSH embodies modern chic: a casual and at the same time elegant long bob.

Beach waves give the long-haired styles **THE CASUAL** & **THE SOPHISTICATED** a fresh, youthful look.

Smaller heads can make a big impression with **THE STARLET SMALL**, a style that was previously only available in a larger version. ■



BELLE MADAME
NEWS 2026
catalogue



BELLE MADAME
PLATINUM HAIR LINE
catalogue

LULU CRH – TIMELESS ELEGANCE AT ITS BEST



LULU CRH
Vanilla-Root

With LULU CRH, Denning Hair is expanding its human hair collection, the BELLE MADAME NATURAL HAIR LINE, to include a style that perfectly combines classic beauty with the highest quality hair.

Made from high-quality Chinese Remy Hair (CRH), LULU CRH meets the very highest standards. The unique hair structure is characterised by its exceptional smoothness, natural shine and long-lasting beauty. The result is a particularly well-groomed, elegant look with a luxurious appearance.

Furthermore, LULU CRH is the first style in which the Super-Front has been sewn directly to the Mono-Top. A connecting PU strip is therefore no longer necessary,

making the parting area appear even more natural.

The cut stands out as a timeless long-haired bob: the clean lines and smooth hair texture lend the style a modern lightness, whilst the classic silhouette ensures timeless elegance – whether for everyday wear, business or special occasions: LULU CRH adapts effortlessly to any style.

Another highlight is the extensive range of colours. From natural blonde and brown shades to

modern colour tones with root effects, LULU CRH offers an exceptionally wide selection of colours.

With LULU CRH, BELLE MADAME NATURAL HAIR LINE presents a range for women who refuse to compromise: the highest quality human hair, perfect comfort and a look that represents classic beauty. ■



360°
LULU CRH
Light-Smoke-Grey



Belle Madame®
Natural Hair Line

Clean lines and smooth hair texture lend the style a modern lightness, whilst the classic silhouette ensures timeless elegance.

HUMAN HAIR

DENING HAIR WEBSITE

SEARCH MORE ACCURATELY AND QUICKLY – MAKE DECISIONS MORE EASILY

Finding the perfect wig is now even easier and more personalised. With the latest update to the Wig Finder, users can benefit from expanded filtering options and an even more user-friendly experience.

The Wig Finder already helps users to select specific products based on key criteria such as hair quality, hair length, head size, type of front and many other features. With the new functions, the search is now tailored even more precisely to personal preferences.

One of the most important new features is the option to filter specifically for HIGH-HEAT synthetic hair. This allows users to include this particularly versatile hair type

directly in their search and find according styles even faster.

In addition, it is now possible to select multiple categories at the same time. For example, wigs made from PLATINUM HAIR and HIGH-HEAT synthetic hair can be shown simultaneously.

The new 'Clear selection' button provides added convenience. With just one click, all applied filters are reset, so a new search can be started at any time – quickly, easily and

without having to manually remove individual criteria. The result: a significantly more intuitive user experience, greater customisation and an even more efficient product search. ■



www.dening.de/en/ladies/wig-finder/

THEHAIR.
FACHMESSE FÜR ZWEITHAAR

SAVE THE DATE.

**THE NEW TRADE FAIR
FOR ALTERNATIVE HAIR**
will take place on
10th and 11th April 2027
in Frankfurt am Main.

The trade fair is organised by VDZH e.V. – the Association of the German Alternative Hair Industry.

THE HAIR is aimed at specialist retailers of alternative hair products. Exhibitors include all German manufacturers of wigs, hair pieces and toupees, as well as providers of services for the operation of specialised alternative hair shops. ■



Further
information and
tickets:
www.the-hair.de/en

DENING PROFESSIONAL COPIC HAIRLINE MARKER

PERFECT ROOTS IN A FLASH



ensures a harmonious colour result in a matter of moments.

Available in the shades Milk Chocolate and Warm Grey, the COPIC HAIRLINE MARKER enables precise colour matching for different hair shades. The colour dries particularly quickly and is subsequently both smudge- and water-resistant. The result is therefore impressive, with a natural look and high durability.

Thanks to its practical dual-tip design, the marker is suitable for both even detail work and larger areas. The fine tip allows for precise work along the root hair-

line, whilst the broad tip is ideal for quick and even application over larger areas.

The COPIC HAIRLINE MARKER is suitable for all hair types and is particularly recommended for synthetic hair and mixed fibres, where traditional colouring methods are not an option. It thus opens up new possibilities for personalised colour styling and professional care of alternative hair. ■

With the new **COPIC HAIRLINE MARKER**, Dening Hair offers an innovative and straightforward solution for quickly and precisely colouring root hairlines. Whether for refreshing root colour, harmonising colour gradients or creating natural transitions – the marker

IMPRINT

Dening Hair GmbH
Sorthmannweg 18
22529 Hamburg
Germany

Phone: +49 40 450 172-0
Fax: +49 40 450 172-20

Email: information@dening.de
Website: www.dening.de



Özlem Kaya

DENING HAIR IN PERSON

EXPERTISE IN ORDER PROCESSING

Özlem Kaya joined the Dening Hair team in March 2025, working in the order processing department. With her qualification as a wholesale and foreign trade clerk and her many years of professional experience, she is ideally suited to her new role.

After her first few months at Dening Hair, Özlem Kaya's overall impression is thoroughly positive: "I enjoy the varied nature of the

work and, above all, the direct contact with our customers. I particularly appreciate the friendly working environment and the supportive atmosphere within the team."

What she particularly enjoys about her work is the variety of daily tasks. Every day brings new challenges and ensures that things never become routine. At the same time, she really enjoys the close interaction with customers,

which helps to resolve individual queries quickly and reliably. ■

If you have any questions regarding orders or returns, Özlem Kaya is happy to assist as your point of contact from Monday to Wednesday between 9 am and 5 pm on +49 40 450 172-0