

UP TO HAIR



PAGE LARGE SF Terracotta-Gold

Dear readers,

We are delighted to present to you today our first newsletter from our new company address. Our move at the start of the year and the new possibilities this brought us, serve as a fresh source of



inspiration to us every day. Take a look round – you'll get a few visual impressions

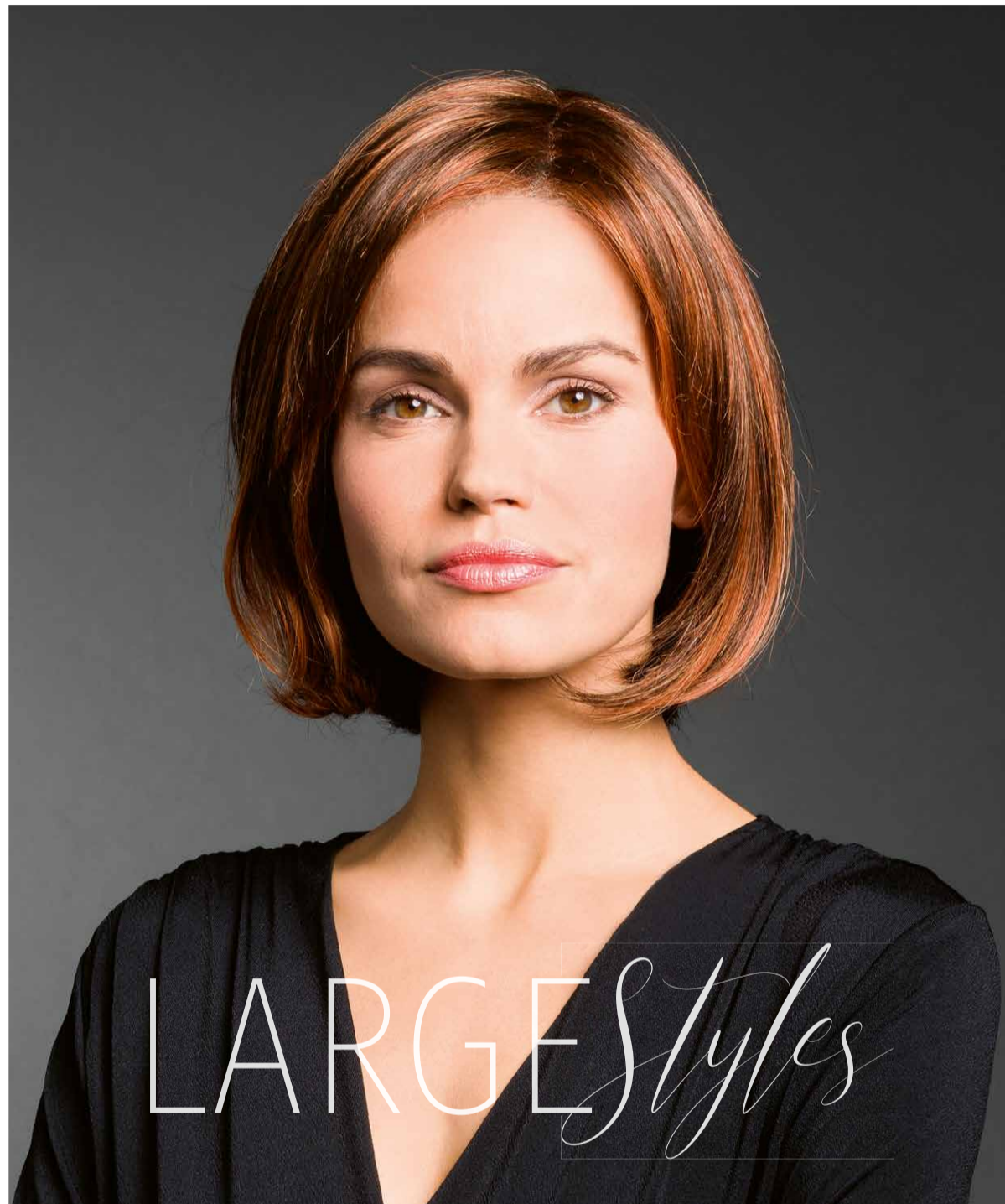
in this edition.

In today's newsletter, we want to draw particular attention to the new sizes available in several of our bestsellers. Some hairpieces are now also available in additional variants in terms of size and length.

The situation remains fraught with respect to the availability for some human hair products and hair systems for men. Unfortunately, COVID-19 remains an extremely present problem in this regard, and the situation is only expected to improve in approx. 6 months. As we are aware that this creates significant distress for many people and that the situation is hard to bear, we promise that we will continue to do all we can to procure the affected goods.

Let's join together in hoping that the pandemic will keep flattening out and that the much-longed-for normality will return. Stay healthy!

Best wishes,
Yours, Alexander Dening



BELLE MADAME NEWS 2021

BESTSELLERS IN NEW SIZES

Several of our wig models that have seen years of success are now available in large sizes.

This year's novelties also include a large number of familiar models. **PRINCESS LARGE SF**, **PAGE LARGE SF**, **SONATA LARGE SF** and **GINA LARGE SF** are now looking to emulate the success of their namesakes, offering greater choice for larger head sizes. By contrast,

GINA SMALL SF captivates as a small version of the extremely successful model **GINA SF**. The long hair wefted wig is also very well suited to very young patients, particularly in root-free colours.

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MOVE TO
NEW PREMISES
A NEW ERA
HAS BEGUN

DENING HAIR
IN PERSON
CALL WANTED!



NEW SIZES

PRINCESS LARGE SF Sand-Grey-Mix



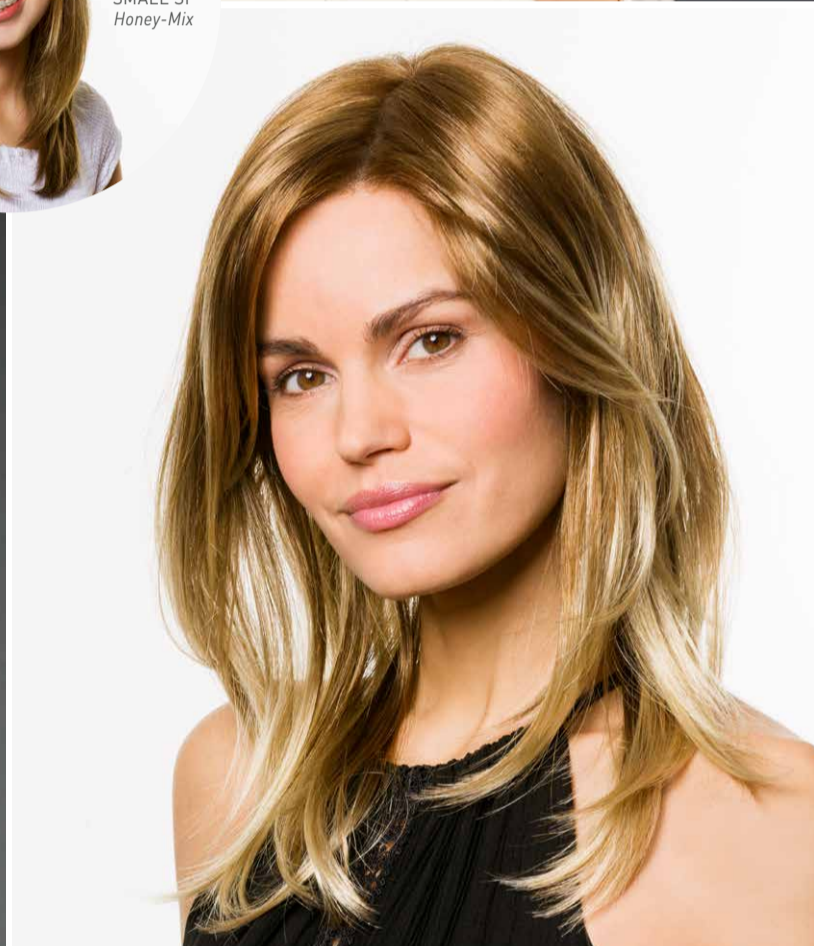
SONATA LARGE SF Cold-Chocolate



GINA SMALL SF Honey-Mix



GINA LARGE SF Nordic-Ash-Blond



GINA SMALL SF Medium-Blond/Danish-Blond-Ombre

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BESTSELLER IN NEW SIZES

Several popular hairpiece models are now also available in larger variants. The **DIAMOND LARGE SF** hairpiece, made from synthetic hair and corresponding to a half-wig, is

based on the successful **DIAMOND LONG SF** model, with the cap being 5 cm wider and the hair 5 cm longer. This hairpiece is also available made from human hair. Its

name is **BARCELONA LARGE RH**, and it is likewise 5 cm longer and wider than the smaller version **BARCELONA RH**. Similarly, the new **NIZZA LONG RH** features hair a

full 45 cm in length and is otherwise the same as the successful model **NIZZA LARGE RH**. ■

Several popular hairpiece models are now also available in larger variants



DIAMOND LARGE SF Nordic-Ash-Blond



DIAMOND LARGE SF



BARCELONA LARGE RH



NIZZA LONG RH



HEADWEAR POSTER



MIA TURBAN
STYLE 912-65
mini mosaic print



BAMBOO-HEADSCARF
STYLE 920-64
animal print



MIA TURBAN
STYLE 912-66
coral print



KAJA TURBAN
STYLE 952-05
light brown

BELLE MADAME HEADWEAR COLLECTION 2022

COMFORT MEETS STYLE

The symbiosis of comfort and attractive design is the key criterion in the development of the Belle Madame Headwear collection.

An attractive animal print supplements the bamboo collection and is perfectly suited to mix-and-match day looks with contemporary flair.

The range of bamboo models has also been expanded with two new turbans: the models MIA and KAJA have been created in harmonious balance and are both as elegant as they are timeless. Their attractive colours and prints can be effortlessly combined with different wardrobes. ■

These styles can be also found in the new headwear brochure, which can be requested free of charge

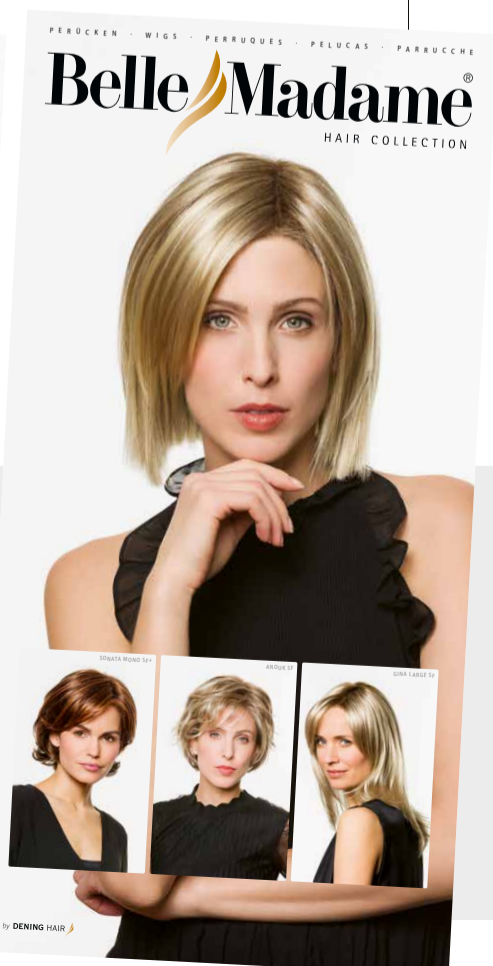


ADVERTISING

NEW BELLE MADAME POSTERS

Two new posters are available: One presents the the bamboo-headscarf from the HEADWEAR COLLECTION, the other focuses on the BELLE MADAME NEWS 2021.

You can order the posters free of charge, simply send an e-mail to information@dening.de or call us on +49 40 450 172 - 0





MISCELLANEOUS



Welcome to DENING HAIR



We value the most modern standards and a pleasant working atmosphere

MOVE TO NEW PREMISES

A NEW ERA HAS BEGUN

We have moved! But of course, you know that. We'd now like to show you what lies behind our new address by taking you on a tour of our new premises.

After 43 years at our previous location, a move to new, more modern and, above all, larger premises was needed more than ever. Here at Sorthmannweg 18 in Hamburg, since the start of the year we've been lucky enough to be able to work in the wonderful atmosphere of our new building.

Moreover we're situated in the heart of this Hanseatic city, centrally connected to long-distance transport and the airport.

Should you wish to visit us in person, you are very welcome to come and take a look round our new home for yourself. ■



Our new company premises are centrally located in the heart of the Hanseatic city



We keep thousands of products in stock for our customers in our warehouse



“Almost all orders are different. This is something I enjoy.”



Nicole Beneke

DENING HAIR IN PERSON

CALL WANTED!

The Order Processing department has always been at the heart of DENING HAIR. It is where all customers' desires are quickly and competently noted down and passed on. It is also the company's communication hub. Consultations, however extensive, are always allocated the required space and time, as everyone involved knows that personal conversations cannot be replaced by the use of the latest technologies.

department since March 2020. Nicole Beneke really values the dynamism and variety of her daily routine. "One of the first things that I learned here is that almost all orders are different. This is something I enjoy, because it challenges me to find the optimal solution, even for a customer with unusual requirements." ■

This will continue to remain the case in future and is also high on Nicole Beneke's agenda. The qualified office administrator has now been supporting the team in this

Order Processing can be contacted in person from Monday to Friday between 9.00 a.m. and 5.00 p.m. on the regular telephone number +49 40 450 172-0

IMPRINT

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