

# The Shaving Mirror

www.muehle-shaving.com

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## Global Village

Kästner Museum Dresden



As a young man he dreamt of living in one of the "Cavalier's Cottages" in Dresden's Großer Garten. If he became famous as a son of the city he wanted to receive it as gift from the mayor. Then he would move in with his library to lead a sedate existence between cafés and books, flowers and animals, alone in the deserted park... In fact, the moving story of our famous German author took a different course. Yet Erich Kästner did receive his Cavalier's Cottage in the end; just a few kilometres away, built in his uncle's villa. This unusual "micro museum" was created by the Irish architect Ruairí O'Brien.

Anyone now expecting a museum-like reception in the Villa Augustin is mistaken. A glance at the interactively orientated, complete artwork is reminiscent of a kaleidoscope; a logical design principle, as many-faceted as the biography of the children's book writer, novelist, scriptwriter and lyricist. The visitor must approach it as a story itself, creating his or her own Kästner world. At the centre is a fixed core with multimedia equipment. Also to be found here are historical originals – hat, great coat and typewriter – as well as a small library. This is surrounded by mobile columns

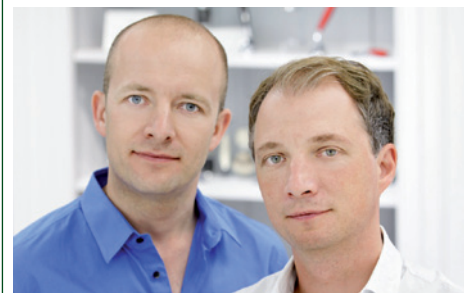
featuring colourful drawers, shelf elements and presentation areas. Just as the whim takes them and at their own speed, visitors can explore the individual components, marvel, study and grasp.

The search for lost time – there are now fewer and fewer contemporary witnesses who can report on Kästner's life – becomes a memory game. Playing cards are replaced by letters, documents, photos, audio recordings or films. "There is no ready-made answer to the question of who Erich Kästner was," says Dublin-born Ruairí O'Brien. It will probably always be a different answer in London, Salzburg, Omsk or Tokyo, depending on which country the touring exhibition is travelling through. Kästner, the "citizen of Europe", would definitely have liked that, as well as the exhibition's playful element. He focused in particular on children as "different" people. When asked if the events described in his novel *Pünktchen und Anton* really took place, he answered with a wink: "Whether it really happened or not doesn't matter. The main thing is that it's true!". The same could be applied to a visit to the museum in Dresden. *Opening hours: Sunday to Friday from 10:00 to 18:00* [www.erich-kaestner-museum.de](http://www.erich-kaestner-museum.de)

## Editorial

The beard has gone! And that's how we want it to stay. Not so much with regard to the latest cheek and chin fashions, but more because of the message that the wet shave has finally discarded its grandpa image. Old habits die hard, but we have at least contributed stylishly to their demise with our brushes and blades. After all, beauty is now also a male domain, and the shave is an indispensable part of it. The decision to provide not only excellent quality, but also an incomparably beautiful and individual design has definitely contributed to this development. Like life itself, people perceive themselves as being either more classically orientated or quite modern. Then comes the question of individual character: Does the classicist see himself as a sophist or rather as (only) a purist? And the modernist? Does he live the life of a cosmopolite or has he dedicated himself to style awareness? The character actors of the MÜHLE brand are the result of all these considerations – and have conquered not only men's hearts. You can learn more about this in our new catalogue, which we presented for the first time at the international trade fair cosmoprof in Bologna in April. It is no coincidence that Italy has a lust for life. Incorporate your daily wet shave into this pleasurable experience. And to enable you to remain faithful to your own style, there is MÜHLE – and a fresh new copy of the Shaving Mirror.

We hope you have a wonderful summer!



Andreas und Christian Müller, Managing Directors

## Contents

<i>Brush Up</i>	A sense of style pays off
<i>Rituals Require Care</i>	Pedicure
<i>Hall of Mirrors</i>	Breaches of style
<i>Close-Up</i>	Lorita Härtel
<i>Rear-View Mirror</i>	To beard or not?
<i>Speakers' Corner</i>	Vinegar for cleaning?
<i>Wing Mirror</i>	WHEADON, Berlin

## Insight

The new INTRO series



Our BASIC programme is already proof that an attractive price-performance ratio need not compromise design and quality. And with the newly developed INTRO series we have gone a step further. Each individual article now gleams in chrome plating. The razors are fitted with Gillette Mach3® or Gillette Fusion™ blades, and for the first time we are also presenting a classic safety razor. As in the past, the shaving brushes come with pure badger hair or in the vegan alternative Black Fibre. All of the individual products in the three model series are ideal for combining.

LISCIO (Latin: pure) impresses with its perfected design and a rich choice of materials and shaving systems. The clear styling combines aesthetics and ergonomic design. Besides handle models made of high-grade resin in three colour variants, grained ash wood is also available.

RYTMO stands for eye-catching, timeless design: Its conical form is interrupted at the base by distinctive lines. This design principle ensures a snug fit when hung in the holder specially developed for the series. RYTMO is available in three high-grade resin variants, and optionally in thermally treated ash wood.

VIVO reinterprets the classic form: The rounded shape of the handle tapers down to the base. The opposite-curve base of the brushes and razors is a typical stylistic feature which at the same time guarantees a secure fit in the corresponding holder. Besides handles made of high-grade resin we are also manufacturing this series for the first time in the natural material plum wood.

By the way, men have a tendency to remain faithful once they have found their individual type.

## Brush Up

A sense of style pays off

Anyone who has followed the development of our company needs no convincing of the fact that MÜHLE sets great store by style. Obviously, style cannot be forced upon people. This is the reason why we urge you with our premium series Sophist, Purist, Stylo and Kosmo to find your own variant for you to nourish and cherish. In 2013 we have dedicated our new INTRO series to newcomers and connoisseurs alike. And three model series – VIVO, LISCIO and RYTMO – all impress not only with their beauty and individual design, but also with their extremely good value for money.

Love and care flow into every detail of our overall collection. It is, however, also subject to constant scrutiny: Is it perfect, could something be made even better? We now have 46 employees devoting their all to this very question. And our company is growing commercially and in terms of staff at the same time. Our current workforce is the strongest in the brand's nearly seventy-year

history, and the last business year closed with sales growth of 22 percent – good reason to express our gratitude and respect to all those involved. Over thirty years ago, following the repurchase of the company previously nationalised during the German Democratic Republic era, there were just two members of staff who joined our father in taking the bold step to relaunch the firm.

Style is also a question of attitude: how we approach our customers, which image we convey with everything we do. Consequently, a new dress code has been introduced at our plant and manufactory in Stützengrün. Not over the top, not quirky, just nice and simple. The designer Daniela Wolf from Chemnitz has created new "work clothes" for us which combine the stylish MÜHLE grey with a fresh accent colour: green, red or orange. These individual details are important to us. Because everyone needs and has his or her own style.



## Rituals Require Care

Pedicure

When the weather gets warmer, many things come to light, clothes are cast aside, bare skin is revealed right down to the little toe. Sandals are not only pleasant in the summer, but currently quite en vogue, also among style-conscious men. On the whole, the unspeakable custom of encasing the foot inside the sandal with a (perhaps even grey) sock has been aban-

doned. Nevertheless, bare toes are not always a pleasure to behold. Winter, thick socks and heavy shoes are unkind to the epidermis, and not everyone is adept at using clippers, files and planes. Well-groomed hands are now regarded as a visiting card; an ideal of beauty which may certainly be extended to include legs and feet. At the same time, a professional pedicure is both a visual and

a physical treat. After a relaxing foot bath with nurturing ingredients the nails are trimmed and filed. Calloused skin on the soles, heels and toes is gently taken off and the dead cuticle removed with equal caution. Finally, the feet are massaged using special lotions or creams, providing refreshment and care – as well as a sense of wellbeing which is in a class of its own.



## Hall of Mirrors

Breaches of style



Everyone knows that feeling. Standing in the morning in front of the wide-open wardrobe, three metres of nothing but clothes – yet still nothing to wear? If we happened to have an etiquette manual to hand, it would now tell us what to do. Like a recipe with precise instructions as to what must be included and omitted when it comes to our appearance. Avoid too much jewellery – a ring and a watch are thought to be sufficient for the well-groomed man. Try telling that to a rapper. What? Rappers have no style? Of course they do, just like Bryan Ferry, Fiat heir Lapo Elkann and Brad Pitt – only that each style is different. Each to his own? Not long ago it was still considered wrong to drink red wine with fish – all history now. Last year, anyone wearing jeans and a denim jacket was ridiculed as a country bumpkin or a poor man's James Dean, yet this look is currently being extolled by fashion magazines and lifestyle gurus as a "must". In times of diversity, therefore, you have to create your own style and stand up for it: chest out, stomach in.

Having said that, being a type demands a minimum of self-confidence and non-chalance. And neither comes ready to wear. It

is not so much about avoiding tennis socks or hating/loving breast pocket handkerchiefs. Only one thing is an imperative: clothing the individual. A man with style does not allow himself to be corrupted by the constraints of fashion. His preferences have developed as fruits of the culture in which he has grown up, until he can fashion them himself. In this way, style leads our outer appearance to that which makes us what we are at heart; clothes do the rest. For rappers, bankers or, for that matter, nerds.

Is the wardrobe to become our rulebook? Then we might as well march out in uniform – which is what some outfits have come down to. It is like designing your home interior. From the diversity that grows within us comes the uniqueness that endures, both outside and inside. Cary Grant in leather gear – no way! Sean Penn in a tux – conceivable, but definitely not necessary. What constitutes a breach of style for one person becomes a trademark for another. Style is something each individual determines. The breach is determined by others. Karl Lagerfeld says: "You can't escape from fashion. When fashion goes out of fashion, it becomes fashion again." It's that simple.

## Close Up

Lorita Härtel

Others would make more of a fuss about all the things they accomplish in life. Lorita Härtel and her family built a house almost entirely without outside help, she has two adult sons and in addition to her full-time job she also does voluntary work, and not forgetting her large extended family that she cherishes and nourishes. One learns all these things in passing – and by asking – from the quiet, focused native of the Erz Mountains who came to MÜHLE in 1987 and also completed her second course of vocational training as a brush maker with us. When she tackles something, she does so with complete commitment to every detail. And her job also demands this because Lorita Härtel is responsible for the company's "calling card". Many of the countless MÜHLE logos on the various products have passed through her hands. The printing technique is known as "dabbing" – not a routine procedure, but a painstaking process in which different conditions have to be created and set up technically for each individual article. Every movement then has to be perfectly executed. "Our company emblem is placed exactly in the prescribed position, regardless of whether the work piece is made of high-grade resin, wood or metal, or whether it is narrow or wide." Skill and an extremely keen eye are two things that the 53-year-old already developed during her first training as a window dresser: "I am very precise, and quality is extremely important to me." And just as the company is growing, so are the demands made of her efficiency and stamina: "We are now producing much more than before, which I welcome, because it shows that we are heading in the right direction."



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## Wing Mirror

WHEADON, Berlin

Feels like a second skin. But how to attain this divine state? Nicole Wheadon calls her beauty concept store in Berlin-Mitte a matter of the heart which is lived on all levels, from exclusive products to ambitious service – in an exceptionally beautiful interior designed by Davide Rizzo. International, intercultural, and above all sustainable; this is perhaps the best way of describing her approach as an entrepreneur. An approach expressed partly by selected natural cosmetics series such as Börlind, Dr. Hauschka, MÜHLE, Kimia and Intelligent Nutrients, fragrance creations by Pierre Guillaume, Humiecki & Graef, Balmain and Montal; and partly by people: her barber comes from New York, her customers from all over the world. She regards sustainability as an elementary principle: "Things must be made to last." This conviction is currently embodied by WHEADON and backed up by thirty years of expertise in the cosmetics industry, including periods spent at Guerlain and Clinique. She allows herself the luxury of being highly demanding and somewhat idiosyncratic – and justifiably so. Opened just under a year ago, the company is growing and thriving; probably also because the beauty and styling specialists who work for her share in the success: "We have a vision and we are most definitely geared to growth." To this end, everyone involved provides outstanding service that includes express appointments or a beauty emergency service up to 10 p.m. following prior booking by telephone. As with everything else, it was a clear-cut decision that led to the partnership with MÜHLE: "Andreas Müller supported our concept from the very beginning, not to mention the fact that the Manufactory provides the most beautiful shaving accessories to be found anywhere in the world."



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## Rear-View Mirror

To beard or not to beard?



Some people are probably wondering what exactly is going on these days when it comes to beard fashions. Everything is in, anything goes. What was long frowned upon and dismissed as weird is already to be found on faces where the first fuzz has just appeared. The body, including beard growth, has become a form of expression for the individual. Beards no longer signify affiliation with religions or social classes. They have become variable stylistic devices – a ruffian today, a dandy tomorrow.

Five years ago, who would have dared to go out of the house with a moustache, whiskers or an upper-lip adornment à la Errol Flynn? By comparison, three-day stubble would appear completely harmless in stylistic terms. At least, unlike the handlebar moustache, there are practical reasons for stubble. It is particularly important to note that not all the hairs sprout at the same speed, so it should be trimmed level every three or four days. Otherwise, the beard hairs on the chin and upper lip are stronger and thicker. They need more time to soak and soften before shaving. Also important: never shave against the grain. Men who pay attention to this rule and use the right care products avoid skin irritations and

bothersome, in-growing bristles. The opposite applies when using a trimmer in the hirsute facial area. Always work with this device against the grain, as this causes the bristles to stand up.

The chin beard – also known less stylishly as the goatee – permits several variations. Tom Waits prefers it as a tiny triangle under his lower lip. Others let it flourish from there to the jaw line. The so-called Victor-Emanuel beard, a mixture of chin beard and moustache, underlines a very particular type, and a beard named after Heinrich IV around the mouth (also affectionately referred to as the toilet seat beard) was later sported by none other than Dennis Hopper. Men who do not have a thick beard growth by nature are better advised to wait with a full beard until the next life. Apropos full beard: those who believe that it grows all by itself are quite right. However, they must realise that – although appearances may suggest otherwise – even the beard of beards needs to be washed, combed and trimmed. Because the "Treebeard" look is still out.

Tip: "100 Beards 100 Days"  
Illustrated book by Jonathan Daniel Pryce

## Speakers' Corner

One of the wet shaving forums recommends vinegar for cleaning safety razors. What is your advice on this?

**Olaf S., Hilden**

Vinegar may be a useful cleaning agent in the

household, but the acids it contains are too aggressive to be used on razors or safety razors with chrome-plated parts. Cleaning under running water and then drying with a soft cloth is perfectly adequate.