

# The Shaving Mirror

www.muehle-shaving.com

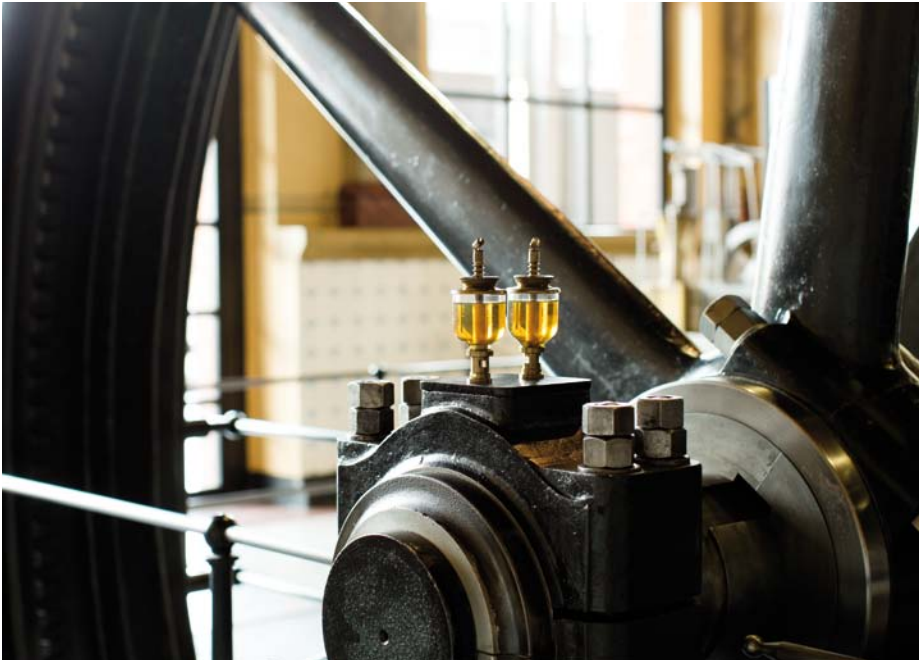
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20th Issue

## Global Village

Chemnitz Museum of Industry



Just as *Die Feuerzangenbowle* is not a “chic flick”, the *Chemnitz Museum of Industry* is not a man’s museum. “What’s a steam engine?” – this question is addressed by both. The legendary German film about a former grammar school boy reliving his past is somewhat simple: “Let’s play really stupid. And we say: A steam engine is a big black room ...” This subject area is presented much more tangibly in the museum – as an impressive, fully functioning German steam engine from the year 1896; one of the many attractions which also include a 6 metre-long, 4,000 kg hand embroidery machine from the Vogtland region.

Chemnitz a bastion of the modern technical era? This is borne out by the brick-red facade of what was once the city’s largest production building, which became the home of the museum in 2003, dedicated to the “Moments between yesterday and tomorrow”. Above all, its purpose is to bring to life the history of the people who shaped Saxony’s economy: as entrepreneurs, workers or creative professionals. In addition to the major historical brands such as the Sächsische Maschinenfabrik founded by Richard Hartmann and August Horch’s car factory, many smaller brands are to be found here which have contributed to the development of the regions Chemnitz, Erzgebirge and Vogtland. Exhibits from MÜHLE are also on display here in the Consumer Passage.

Anyone exploring the eight exhibition areas – Saxony, Entrepreneurs, Families, Workers, Karl-Marx-Städter (recalling the city’s former name), Creatives, Consumers and Europeans – will be in for a surprise. An expedition awaits them which has something for everyone: families and children, men with a proclivity for all things technical as well as women with a love of fine linen and textiles. The exhibition presents machines and the products made with their help – everyday objects alongside luxury articles, toys and works of art. In 2010, the permanent exhibition was extended to include a unique private collection of DKW automobiles. The 1936 Schwebe-klassen roadster will fascinate the stronger and fair sexes alike.

The appropriate souvenir is also a pleasant way to remember such a day. In the museum shop, precious items of all sizes are waiting to go out into the wide world. Steam engine models, jewellery sundials, books, toys – and shaving accessories from MÜHLE. Some guests who prefer not to travel to the factory in Stützengrün satisfy their needs as smart museum shoppers. And some female visitors reveal to the cashier that they will be returning without their husbands. After all, the chosen shaving brush is supposed to be a surprise present.

[www.saechsisches-industriemuseum.de](http://www.saechsisches-industriemuseum.de)

## Editorial

Every man has (and needs) his rituals. He still hunts, but he also likes gathering, in some cases even women. He is looking for adventures and challenges, in sports or at work, in the great outdoors, alone or in a club. Men love technology and are sometimes obsessed with details. They spend hours searching for cool gadgets, lying under their classic car or tuning a racer. This has a quality to it, also as an expression of an individual life philosophy. It was not for nothing that *Zen and the Art of Motorcycle Maintenance* attained cult status. Robert M. Pirsig’s novel with the subtitle *An Inquiry into Values* is only superficially a road movie. Simple actions such as the turning of a screw symbolise a certain quality; he is concerned with the value of things, he philosophises about time, about western and eastern thinking ...

The twentieth issue of our lifestyle magazine is dedicated to male rituals. Shaving is one of them. Because we want to manufacture the best products for this purpose, we think – also as men – a lot about the nature of rituals. And cultivate them in our own way. We have recorded the nature of MÜHLE in our first image film, which we will be presenting in September. It is our inquiry into values ...

Enjoy your rituals and the new Shaving Mirror!



Andreas und Christian Müller, Managing Directors

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## Insight

### PURIST



In the art of design, the purist form, concentrating on the essentials, is regarded as the supreme discipline. With PURIST from our classic design collection we embody this principle to perfection. This is characterised by the gently rounded handles with a relatively wide, chrome-plated collar. A material newly adopted into the series in 2013 is the vividly shaded Karelian burl birch. Of the 100 birch species worldwide, this is among the most expensive and we process it exclusively for shaving brushes, razors or complete sets. The material captivates with its dark, crescent-shaped enclosures and fascinating structures. Each handle has a unique grain. No two work pieces are alike. As when processing thuja wood, the handles are sealed with a special artificial resin coating, making them resistant to water and soap lather. At the same time, this coating intensifies the gleam of the surfaces and makes the grain effect even more expressive.

## Brush Up

### Brand mecca

Stützensgrün is not Dubai, and the Erzgebirge (Ore Mountains) is not a region characterised by luxury or audacious architecture. But we do have a centre for “applied luxury”. In the autumn we are opening our first brand shop – as a model for the ideal presentation of the collection. Like everything from the MÜHLE company, it carries an unmistakable signature; we did not have a luxury boutique in mind. We want visitors to enjoy a relaxed atmosphere, discover the different hair and material qualities and test the fragrance or the consistency of the care products. The idea is for the small brand mecca to take on a magnet function for shaving culture. It is more than a classic factory outlet: It is a meeting place for aficionados, retailers and consumers. The conversion of the former company foyer was planned by the Leipzig-based architect’s office Domke. The designs for the stylishly illuminated presentation furniture, display cabinets and installations were penned by Friederike Ringeis, who studied interior design at the Burg Giebichenstein art college in Halle. Shim-

mering glass, aluminium, light natural wood and a tasteful lighting concept flatter the products; our collections and their audience form the main focus. Naturally, our use of the term “brand mecca” is to be taken with a pinch of salt. But the truth of the matter is that – for us as the manufacturer – Stützensgrün happens to be the centre of the world.

A direct insight into the world of MÜHLE is also provided by our first film portrait, created for us by ERTZUI film in Leipzig. In quiet, emotional sequences the producers reveal the nature of the brand and present the people behind it. The film is no more an industrial product than we are an anonymous industrial enterprise. It is an insightful, authentic portrayal of our work. Down to earth, tenacious, with an enthusiasm for details and a love of craftsmanship: Our intention was to lend a “living” face to these values and our affinity for the region. The film takes its time to accompany, observe and describe. Pictures still say more than words. Best of all, see for yourself ...



## Rituals Require Care

### Shaving towel

Towels and scarves are not to everyone’s taste, with pocket handkerchiefs and cravats ranking very low in the daily dressing ceremony. Men should take a different approach to the shaving towel, but not see it as some kind of bib or apron. The shaving towel in a handy small format is for using on the face – and only there! The useful article is made of damask, linen, half-linen or cotton, and some historical pieces have become collectors’ items.

Each visit to the barber reveals the delight of perfect shaving preparation which begins by applying a hot towel. MÜHLE shaving towels made of fine waffle piqué are designed precisely for this purpose. Due to its relief structure the cotton texture absorbs a great deal of moisture and retains the soothing heat. After the shave, the soft material pampers the face once again during cleaning and drying. Also at home, every day: Soak the shaving towel in hot water

and place it on the areas to be shaved. Heat and moisture open the pores, the beard is softened and can be tackled even better with a sharp blade. After the shave, any remaining lather is rinsed off with cold water, and the skin is softly rubbed dry with a second, fresh shaving towel. The resulting light massage effect also serves to keep the pores open. And so the skin is perfectly prepared – for an after-shave balm or an after shave as a consummate conclusion.



## Hall of Mirrors

Mating rituals



**I**s that a gun in your pocket, or are you just happy to see me? There are more charming and above all more subtle ways to connect with someone who has caught your eye. Hollywood diva Mae West is not an isolated case, and a mouthy approach to chatting people up is not an exclusively male preserve either. So let us agree that mating rituals are an attempt to permanently win another person's heart (or temporarily just his or her body). And like almost no other social act, it involves putting all manner of ingredients into the one proverbial pot and stirring them relentlessly. When chatting up, flirting or coming on to someone, shyness, arrogance, gut instincts, desire, chauvinism, feigned or genuine aloofness, body language, cool or idiotic lines clash and collide in chaos; clearly there is no recipe for success to hand ...

**B**ut as with a cocktail, it is the mixture that whets the appetite and gives us a taste for more. However, charming is a more complicated process than shaking. A "sex on the beach" as a starter should be avoided on the first date – like the gradual unfolding of an aroma, it all takes time ... And even if we do draw on our instincts and experiences when making the first move,

Cupid's arrows are involved, too. Science can assure us a hundred times that the whole thing works on a purely chemical basis. But without that certain elusive something which makes the air between two people vibrate, nothing will come of it, at least nothing permanent.

**T**he winner of the mating game is just as difficult to predict and the ritual itself is to define. Perhaps it can be likened to throwing a snowball: Hit or miss, first of all you have to get the avalanche moving. Admittedly, in terms of clumsy chat-up lines, men still have the edge, even in these times of the gender debate. But when it comes to the nitty-gritty, it is the women who give the eager go-ahead – or the frosty brush-off. Will this ever change? Scientists are reportedly working once again on a pill that would make all the chat-up lines, the carryings-on, the cooing and the crowing superfluous. But we already know from fairy tales that a love potion alone (they didn't have chemistry in those days) seldom results in a happy outcome. So, for the time being, this cheeky line will probably have to suffice: "Do you believe in love at first sight or shall I come back in again?" Women, by the way, would never say such a thing. Touché!

## Close Up

Heinrich Schott

**W**hat he likes most of all is to have plenty going on around him, both at work and at home when his grandchildren are romping around the garden. Yet Heinrich Schott, aged 55, is himself a quiet, level-headed person whose passion lies above all in doing a job properly. The qualified stove fitter and tiler has been very familiar with materials and manual work for over 30 years: "That comes in useful for my house and garden, but especially for my job. Two years ago I was glad to exchange working away from home for a job where I'm based at one location. If you have a love of nature, working in a manufactory is simply a pleasure." It therefore comes as no surprise that wood is his favourite material for making handles. He painstakingly checks the grain and carefully assembles the individual components to form a razor. "You have to be especially careful with porcelain," he explains, "the delicate material breaks so easily." At the end of the day, which is interrupted only by a breakfast break and a lunch break, he has completed around one hundred impeccably manufactured razors. "It's gradually getting a bit crowded in the common room," he chuckles, "there are 46 staff members now, and we manufactory workers sometimes take our 'time-out' separately." Time-out is also something he enjoys while hiking or on trips into the mountains: "Two weeks are quite enough." Although he makes shaving accessories every day, his own shave has lost none of its fascination. "I've always used a safety razor." And this is not the only way he has remained true to himself ...

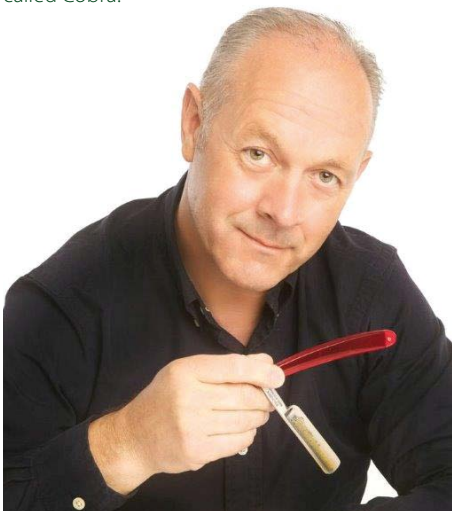


THE SHAVING MIRROR is published in two languages, three times a year. If you would like to receive THE SHAVING MIRROR regularly, please let us know, then we will gladly include you in our distribution list.

## Wing Mirror

The Executive Shaving Company, Glasgow

**F**unky Colours! Brian Mulreany from Glasgow is a man of courage. And not only because he wants to introduce more colour to the design of shaving accessories. The former insurance and financial expert purchased The Executive Shaving Company in 2009, since when he has quadrupled sales and begun developing his own product range which goes by the name of Soulboy. Within a short time, the online retail company with a staff of ten has expanded to become one of the most successful in Europe: "We offer selected products ranging from everyday necessities to choice rarities." The Scot explains that his success is based on excellent customer service and a clientele orientated to tradition. The fact that the latter is also continuing to grow due to younger target groups he attributes to the zeitgeist: "Cult series such as *Mad Men* or the shaving scene in the last James Bond movie send razor sales soaring." It is less the zeitgeist and more his inner conviction which is responsible for the ethos which the entrepreneur applies to his actions: "It is also important to give younger people a chance, to enable the employees to earn a decent living." Just as the growth of the company relies on committed management, excellent suppliers and manufacturers like MÜHLE are also a must. The fact that he personally uses shaving cream, a safety razor and a badger hair brush goes without saying. He also shows courage when shaving: Among his safety razors is a model called Cobra.



[www.executive-shaving.co.uk](http://www.executive-shaving.co.uk)

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## Rear-View Mirror

Who's got the trousers on?



**B**eware of blondes! The barman in the legendary "Pink Palace" should have heeded her advice. It was Marlene Dietrich who decided to flout the trouser ban and assert the right of women to sip their drinks while trousered. To this day, the hotel proudly advertises itself as the birthplace of this textile revolution. But Dietrich was already wearing the trousers prior to this. In 1930, when she kissed her female co-star while dressed in a man's suit in the film "Morocco", the male world bristled noticeably, just as Wilhelm Busch once did: "No, I will not part with my trousers!" France responded with even less tolerance – by decree, in fact: "Any woman who wishes to dress like a man, is obliged to report to the Préfecture de Police and to apply for a permit which can be granted solely on the grounds of a certificate issued by an official of the health authorities."

**M**any more Oscars were to be awarded until Yves Saint Laurent showed women in tails forty years after the scandalous kiss, Armani brought the trouser suit (long before Angela Merkel) to the (political) stage and Gaultier had non-Scots wearing skirts. But Marlene was not the first woman to slip her shapely legs into textile tubes. Ancient Rome regarded the wearing of leg garments with nonchalance, and even Trajan's

Column depicts a woman in trousers. However, the path of the emancipated trouser to the modern legwear of the likes of Hedi Slimane has been anything but seamless. Mixed forms such as bloomers, pantskirts and overalls were created along the way. After all, (well concealed) under-pants are now also part of everyday life for women.

**T**he final "go", the emancipation of trousers, demanded the acceptance that they are simply practical. Liberal capitalists in Manchester recognised that female workers could be more productive in trousers than in skirts or aprons. And because everything revolved around money, conservative aristocrats were also prepared to turn a blind eye. Industrialisation and two World Wars smoothed the way for women's trousers, at least on the assembly line. Yet many schools forbade girls from wearing trousers until well into the 1960s. London's luxury department store Harrods even banned trousered women from entering its hallowed halls up to 1970. Angela Merkel therefore had an easier time than Margaret Thatcher, but both would have objected strongly to being referred to as "stride brides". – Some things hang not only by a thread, but quite simply by a piece of material. Masculinity and femininity are expressly excluded from this ...

## Speakers' Corner

You offer brush sizes ranging from S to XL. Which is the most suitable?

**Norman K., Berlin**

The sizes indicate the collar diameters of the

handles: S (19 mm), M (21 mm), L (23 mm) and XL (25 mm). As the size increases, the brush has more volume and the hairs are longer. Most men choose the sizes M or L.