

The Shaving Mirror

www.muehle-shaving.com

Stützengrün, Winter 2014/15

Published by Hans-Jürgen Müller GmbH & Co. KG

24th Issue

Global Village

Schloss Wackerbarth



Time for a time-out in a monastery? Some people seek seclusion in order to find inner peace. They turn away from the worldly and choose abstinence as an alternative. At this point, we recommend the opposite, and with good reason. Take a time-out with the nobility or, to be precise, at Schloss Wackerbarth. "The Fine Saxon Way of Life" – which is the title of a recently published book on manufactories – can be enjoyed here to the full, particularly at Christmas. Stimulated by a good wine from the state vineyard, visitors can explore the restored castle with its underground vaults, as well as the vineyards and the castle gardens. The third Advent weekend unfurls a special magic when around sixty Saxon manufactories, including MÜHLE, assemble at Wackerbarth. (www.schloss-wackerbarth.de)

Wackerbarth's Rest – it is no coincidence that this jewel of Saxony, the land of castles, bears such a tranquil epithet. Imperial Count Augustus Christopher von Wackerbarth had the Baroque building constructed around 300 years ago as his old-age residence. Today the historic site is home to a manufactory for wine and sparkling wine, and the Saxon Wine Academy is also based here. A walk through the park or a wine tasting to caress the senses can be just as restful as exploring the nearby woodland area known as

"Himmelsbusch". It is therefore only logical that today's adventure vineyard is devoted both to the 800-year-old Saxon tradition of viticulture and to enjoyment involving all the senses. The former aristocratic residence naturally now welcomes guests from all walks of life. And for those less disposed to quiet contemplation, the Christmas market also features a handicraft workshop for children.

The state of Saxony offers many home-grown customs to indulge body and soul during the final weeks of the year. But anyone looking for something to counterbalance Christmas stollen and mulled wine or the shopping pleasures of regional produce will be in for a more active time-out. Besides the castle's festive and romantic appeal, winter conditions usually also attract visitors in search of sporting pleasures. And even here, it is possible to take things easy. Besides Alpine skiing, luge and bobsledding, there are beautifully located cross-country ski trails, for example in the Erzgebirge-Vogtland nature park. Incidentally, Stützengrün and MÜHLE are just around the corner. And if the occasion arises, we will be more than happy to provide a mulled wine, too. *Recommended reading: Peter Ufer, "Die feine sächsische Art. Manufakturen in Sachsen." (The Fine Saxon Way of Life. Manufactories in Saxony.)*

Editorial

When was the last time you longed for a civilised time-out? Naturally, this question would need to be rephrased for sports enthusiasts. But there cannot be many people who would not like to take their daily workload at a more sedate pace from time to time. Winding down instead of speeding up? That would be nice, but how – and when? It's no different for us. The company is growing, the brand is continuing to develop. In the early autumn, we opened our first store and showroom in Berlin. Just prior to that was the launch of the new MÜHLE website including a completely redesigned shop. Ambitious projects with which we want to delight and inspire customers and dealers alike. We welcomed 1,500 visitors to this year's Traditional Crafts Day – a new record! And the approaching Christmas trade is once again demanding our maximum efforts. We take it as it comes. Peak periods require peak performance. Which is precisely why we are dedicating this SHAVING MIRROR to the civilised time-out. Enjoy it entirely at your leisure! It is still worth remembering that, even in the eye of a hurricane, calm quite simply prevails.



Andreas and Christian Müller, Managing Directors

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Insight

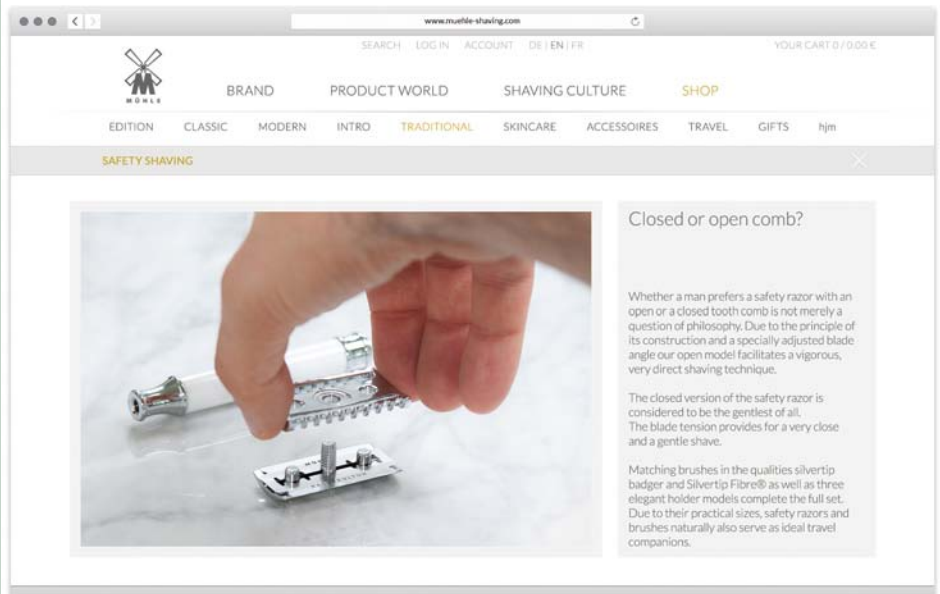
Argan Oil + Repair Serum

It is considered to be the mirror of the soul, it acts a protective shell and it is our largest organ. The skin, visible to others on our face, neck and hands, needs care and attention – and men's skin requires special consideration. Daily shaving, frequent showers, changing climatic conditions or physical exertion result in specific care needs which we meet with our natural cosmetic series ORGANIC. With the goal of focusing more on its central active ingredient, we have developed a new product for intensive care and regeneration: Our new ARGAN OIL for the intensive care of lips, skin or nails can be applied exactly where you want to protect and pamper particular parts of your body. The substance is rich in vitamin E, antioxidants and radical scavengers. It regenerates, moisturises and encourages blood flow. The REPAIR SERUM, on the other hand, is of a lighter, more gelatinous consistency. This intensive care product in a fine, light texture with Q10 (an active ingredient complex against skin aging) serves specifically to nurture and regenerate the facial skin and eye areas. Other active ingredients besides argan oil are aloe vera to support elasticity and regeneration, as well as extracts of reed and baobab as protection against external stress factors and to tighten the skin. The serum also contains valuable omega fatty acids from the safflower to optimise the hydro-lipid balance, resulting in a smoother complexion.



Brush Up

Looking ahead



We have no time, so let's take it. This isn't just meant as a witty remark, because the truth is that numerous trips to customers in Germany and abroad, the opening of our new store and showroom in Berlin, the product developments for 2015 and our currently increasing Christmas business, there is little scope for respite. Having said that, your concerns remain our top priority because each individual customer is given the same attention and support during these weeks as he is accustomed to receiving from MÜHLE throughout the rest of the year.

Carefully considered ideas, technical know-how and an emotional design have gone into our new website with which we have been communicating the brand since the autumn – still in the usual place, but now even more user-friendly and interesting. Wet shave products are not only aesthetically pleasing, but also require considerable explanation, such as the different shaving systems, hair qualities and handle materials. To make sure that you receive competent information and can come to a specific decision on your preferred product we now also show many accessories and care products in use.

Sustaining a sense of fascination for the wet shave remains one of our major challenges. Sustained sales growth of around 13 percent at the end of 2014 shows that we are still making a good job of it. In addition to the brand store in Stützengrün we can now also demonstrate in exemplary fashion in the German capital how to design and present the entire brand portfolio with style, including our natural cosmetic series. We have been rewarded with lively, positive visitor feedback. Even industry insiders have informed us that they go home filled with new inspiration.

The whole year has been characterised by new developments. As an internationally oriented company we have an export ratio of 30 percent, shares of which are even growing in such countries as Mexico, Russia, Brunei and China. Our Asian sales partners are also increasingly discovering shaving culture made in Germany for the establishment of new markets. This proof of origin is a pledge that we redeem through quality and diligently controlled development steps. And we do not want to forget our 52 employees either. Our heartfelt thanks go to all of you and our team as the year draws to a close.

Rituals Require Care

Beards and shaving

Anything grows? Wearing a beard is again; as a genuine male bastion that has been rediscovered. A development that does worry us in the least. After all, it means that everyone, apart from aficionados of uncontrolled growth, continues to require a shave. In many cases, men even need additional skill in order to get and keep their individual beard style in shape. Incidentally,

it is a misconception that only dry razors are up to the task. Certainly, this technique is useful for trimming or shortening. But many connoisseurs and dab hands continue to attain their perfect contours with lather and a safety razor. Even so, beard care is not limited to shortening or clearing all the hair zones that the owner finds irksome. Presentable, attractive beards need to be washed,

shaved, combed and styled. Beard hair has its own particular structure; it can be washed with special shampoos and smoothed or shaped with beard oil or wax. It can take weeks to achieve the right length and density. And those who are not happy with the result can take comfort in the fact that a clean-shaven man's face with a friendly smile is always en vogue.

Hall of Mirrors

Brother of Sleep

As on every evening after the day's work is done, I went to my favourite café and ordered a quarter litre of pinot gris from Christine. While I was sitting there, with the familiar vaulted ceiling above me and the slightly scuffed Thonet chair beneath me, the idea of a time-out came to mind. Not because I was weary of my favourite hangout, the wine or anything else for that matter. This was a personal matter...

Take my colleague, for example, who recently became a father again. He decided to take six months' parental leave with his wife and children and is spending this time in a little cottage in Denmark. Then there is a female colleague of mine who has gone on a sabbatical to Argentina to study the opuntia or paddle cactus, or an acquaintance who is on educational leave and now, aged 52, stands in queues at university. I would also not like to omit my brother-in-law, a credit analyst with a more than sizeable financial institute, who during times of financial crisis pants his way from one triathlon to the next. And to top it all, on the wall opposite, where the newspapers hang in their holders day in, day out, the headline stared at me: "Stress is making more and more people ill!"

What possibilities were there in my case to fill time with a so-called time-out? After all, I did not wish to marginalise myself from the

growing circle of time-outers. I could grow a fine full beard, I thought to myself, follow Hemingway's suit and perhaps catch a big fish off the coast of Cuba. Or travel third class on the Trans-Siberian Railway to China and finally read "The Man Without Qualities" and "War and Peace" to the end. Or follow the advice of the psychologist Volker Kitz: Having an additional day off work every week is supposed to offer a fantastic solution for many people, lending more pep to their lives. That would require permission from my boss. He, however, is touring with a circus through Costa Rica until 2016 as a jew's harp-playing tightrope walker.

Was my time-out to remain a dream? The decisive cue came (as is so often the case) from Greek mythology or, to be more precise, from Hypnos, the god of sleep, who provides us humans with the best time-out of all. In return, he takes almost half of our life time. Not exactly a bargain! But what could be better than returning home after a busy day, going to bed and listening to the silence. Before I tell you any more now, I have decided to order another glass of pinot gris from Christine, as a little time-out before the time-out...

In wine there is truth – guest author Luis Bentele is convinced of it.



Close Up

Thomas Kurzweg



To the born-and-bred Berliner, his everyday work is almost akin to meditation. Since the opening evening at the MÜHLE Store he has celebrated the straight shave with great commitment, whether in front of an audience or in private: "We were able to treat the very first official customer to the full Royal Programme." This begins with a pre-cleansing peeling, continues with a traditional wet shave with a straight razor and concludes with a face treatment involving a nurturing face mask, as well as day and eye cream. How he always manages to keep a steady hand is something Thomas Kurzweg (44) can explain easily. While working, he relaxes just like the client in front of him who quite simply feels safe and secure sitting in the comfortable barber's chair. There are two of these beauties standing in the stylish barbershop. Customers are not supposed to notice the fact that they are worth as much as a small family car, just to enjoy their snugness. The entire ambience is designed with this in mind, as an oasis of peace in which men can receive expert advice and have all their wet shave requirements taken care of. "The guests really wind down," says the qualified fitter and technician who later mastered the hairdressing profession and thereby found his true vocation. The perhaps best effect of all is the "moment after" – when a freshly treated customer (some have actually been known to nod off) sees his reflection and himself, completely relaxed, with new eyes.

Appointments by telephone: +49 30 6026 9429, or berlin@muehle-shaving.com

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

MÜHLE Store + Showroom Berlin

We spent a long time looking for the right location. There were several reasons why we chose Berlin of all places for our first flagship store. The city is and remains a cosmopolitan metropolis in which we as an increasingly international brand instantly felt at home. Since 4 October it has been “applied shaving culture for the German capital”. The store was inaugurated with partners and friends, a specially created “cut-throat” cocktail and cool jazz sounds. We were also joined by upbeat guests from Japan, Iceland and Austria who came to wish our store manager Stephanie Wagner all the best for the future.

The showroom embraces exclusively designed presentation areas showing the highlights of the collection, as well as a barber-shop providing a stylish shaving experience. In the centre stands an elongated washstand where visitors can try out our care series, shaving soaps and creams. Or they can receive advice on the hair qualities of the brushes, ranging from silvertip badger to synthetic fibres. As a qualified beauty and wellness expert, Stephanie Wagner has a keen instinct for men’s grooming requirements. Before switching to the fine arts, she flew around the globe as a stewardess, in close contact with discerning customers on a daily basis. She describes Berlin’s men as relaxed and open-minded. And once they have been inspired for the right brand, they remain loyal to it. The success of the first weeks has already shown how right she is.



Hackesche Höfe/Hof IV, Rosenthaler Straße 40/41, Berlin, Monday – Saturday from 11:00 a.m. – 7:00 p.m.
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Imprint

Publisher: Hans-Jürgen Müller GmbH & Co. KG
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Rear-View Mirror

Take a break!



There are many words to denote a condition which is generally perceived as being pleasant: break, time-out, sabbatical, holiday, rest. These terms are all related to each other. They describe a longer (sabbatical) or less prolonged period of time (cigarette break) in which we usually stop whatever we are doing – no matter how tiring or meaningful it may be. Somewhat misleadingly, the expression “time-out” is used to mean such a departure from routines. Yet we know that time cannot be stopped, and certainly not switched off. Every bell that calls school pupils back to the classroom or workers to the assembly line disabuses us of this notion.

Breaks are intended for resting, chatting, physical relief or exercise, fortification or simply to take a breather. As the aphorist Waltraud Puzicha jokingly comments: “Breaks are the holes in the cheese of life”. It is common knowledge that these can be large or small. And they can also occur without our volition. Take the bearded Robinson Crusoe on his island, for example, or the incarcerated Count of Monte Christo. Fate gave both of them more time-out than they cared for. Pauses can seem endless, such as the menopause, from which there is no return, or a time-out that is extended indefinitely, along the lines of “I’m off then”. As a period of time between times, the

break is a contradictory construct. While it releases us on the one hand from the constraints of strict time management, at the same time it enjoins us to get back to work.

Naturally, there have time-outs since the beginning of time. And time has been around ever since mankind came into existence. After all, we did “invent” time. We mean absolutely nothing to time. But the opposite is not true at all. Unlike us, time has no self-awareness. Put like that, one could even postulate that it does not actually exist. But wouldn’t that be a crying shame? Then there would be no time-outs, no holidays, not even a coffee break!

Anyone who feels a desire for a time-out creeping into his tired limbs after these deliberations could decide to put his shaving mirror aside and take a break from shaving. It will take a while before his dearly beloved, his neighbour or his work colleague appraises the resulting beard growth. No matter what they say: What could be better after such a break than to pick up the shaving mug and brush again, to lather up and have a shave as close as if it were the very first time?

The journalist Luis Bentele can imagine anything – except a time-out from writing.

Speakers’ Corner

What are your thoughts on beard care products?
Björn K., Wentorf

With the renaissance of the beard, the availability of corresponding products, which now extend far beyond classic pomade, is also growing. As the products come into contact with

the facial skin, it should be ensured that they are skin-friendly. You can obtain more detailed advice from specialist retailers. Selected online shops are also good sources of supply. Your own personal experience will tell you which textures and ingredients are best suited to your individual requirements.