

PRESS RELEASE 03.2015

## **70 years of MÜHLE Shaving Culture: Kick-off in Bologna**

**A brand life that benefits wet shavers throughout the world is celebrating a milestone birthday: To kick off our 70th anniversary we are showing our first new products for 2015 at the International Beauty Fair COSMOPROF from 20 to 23 March in Bologna – Hall 14, Stand 22P.**

Stützengrün, 2015.03.19. Most people who have reached the age of seventy are in retirement. For the producer of the internationally renowned traditional brand MÜHLE shaving culture, the family business Hans-Jürgen Müller GmbH & Co. KG from Stützengrün in Saxony, the opposite is true. We are taking the seven decades of successful brand life as an opportunity to sustainably expand our manufactory and the development of new premium products for the cultivated wet shave.

In the anniversary year 2015, which we began in January and February with a sales increase of ten percent compared to the previous year, we are surprising the trade and our end customers with new ideas and products. To kick off, at our trade fair presentation at COSMOPROF in Bologna we are providing first impressions of the new overall collection, which also includes model upgrades and the further development of our design series.

KOSMO, the cosmopolitan amongst our modern design series, surprises in sunny citrine to go perfectly with the spring season. We are complementing the colour spectrum of the TRADITIONAL collection (classic safety razors and brushes) with new models in brownish-red tortoiseshell. For both series we have used high-quality resin in the handle materials for the brushes and razors, each with its own characteristic colouring. The new, solid holder in gleaming chrome, in which brush and razor or safety razor present themselves as a consummate set, can be combined with all KOSMO models.

Anyone who has a penchant for metallic materials can complement his travel brush with a stylish aluminium razor in a handy format. Both accessories fit perfectly into the handcrafted travel bags made of vegetable-tanned cowhide. The new blade collector made of fine porcelain also reflects our passion for detail. Matched harmoniously in design to our classic shaving mugs, the shapely vessel keeps used blades safe and sound – a little treasure with a useful function that will accompany its owner for many years to come. – All novelties mentioned above will be available from June 2015 on.

### **Outlook: Premieres for MÜHLE EDITION No. 3 and MÜHLE straight razor**

Naturally, connoisseurs and enthusiasts all over the world can expect something very special for the 70th anniversary of MÜHLE. So we are revealing now: Our luxurious EDITION series is to be augmented with a new solitaire. Following Chinese lacquer and carbon, we present the third edition as a handcrafted oak shaving kit with sterling silver inlays.

This exclusive innovation is joined by an evergreen for the artfully celebrated wet shave: For the first time we are presenting our new straight razor as an in-house development of the MÜHLE manufactory. The exact dates of both model premieres will be announced in good time.

### **About MÜHLE**

Since 1945, the traditional brand MÜHLE Shaving Culture has provided a high-quality, internationally distributed full range for the wet shave. The collection embraces brushes, holders, razors and shaving kits. The MÜHLE SKIN CARE series offers particularly nurturing shaving soaps, creams and after shave lotions. Elegantly designed accessories, mugs, bowls, soap cases, mirrors and travel kits complement the product range of the manufactory in the Saxon Ore Mountains. With MÜHLE ORGANIC we are also offering a complete, BdiH-certified natural cosmetic series. Sales in 2014: €10 million, employees in 2015: 52.

**[www.muehle-shaving.com](http://www.muehle-shaving.com)**



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