

Press information April 2024

## **New: Wonderful wefts by Hairdreams!**

Graz: Hairdreams has launched DreamWefts, high-quality wefts crafted to the renowned Hairdreams standard. These wefts come in three exceptional qualities and offer exclusive colour combinations and extensive customisation options, making them an irresistible choice for discerning weft enthusiasts.

Wefts are nothing new; they have been around for decades and are the predecessors to today's bonding and tape extensions. Although tape extensions, which closely mimic natural hair growth, are technically superior, wefts have recently regained popularity – especially among younger clients and newcomers. However, the often disappointing hair quality and processing methods have led to increased demand for superior Hairdreams quality in wefts.

Hairdreams is now responding to this market demand with DreamWefts, drawing on experience from the production of wefts known internally as "Hollywood Wefts." For many years, these have been a staple for outfitting actresses in Hollywood films and models at Fashion Weeks, among other prestigious events.

The new Hairdreams weft range distinguishes itself in both quality and variety:

- Three different hair qualities, including the legendary, hand-picked "7-star" hair, all meet the highest standards for hair appearance and health.
- Unique colour options, such as two-tone highlights and root shadows in trendy balayage styles, provide striking highlights and a modern look.
- The innovative weft design and premium materials ensure flawless hair fall, lasting durability, and ultimate comfort.
- Four different attachment types are available: weaving with micro-rings to clips, innovative bonding points, and Hairdreams' patented bonding ring method, each designed to meet high processing standards.
- A near-endless variety of extra customisation options, from tailored handmade wefts to bespoke colours, caters to even the most extravagant hairstyle desires.

DreamWefts come in two versions: a standard option that aligns with industry-typical hair density and a "DreamWeft PRO" version, which boasts a higher density, equivalent to a hair extension with about 150 individual strands – sufficient for full hair extensions. Additionally, hair can be customised to individual preferences, for instance, extra-voluminous wefts similar to those used in Hollywood.

DreamWefts are setting a new standard in the professional real-hair weft segment with their premium quality and unmatched variety.

For detailed information on the new DreamWefts, visit [www.hairdreams.com](http://www.hairdreams.com)