



The Story of Dini

How did a little girl growing up in the Bayit Vegan neighborhood of Yerushalayim turn out to be one of the Jewish world's most celebrated sheitelmachers? And what challenges did she encounter along the way?

Dini Wigs is widely recognized, in both the frum world and beyond, as a super-popular and trendy sheitel company. But most people aren't familiar with the story of Dini, the woman behind the brand. Her story is truly inspiring.

"I grew up and went to school in Bayit Vegan," Dini says. "But honestly, I wasn't really the most academic student." While Dini's classmates were hitting the books, her own interests lay elsewhere. Ever since she was little, she was fascinated by the magical world of hair and wig styling. "I used to go to the sheitelmacher with my mother and just sit there all day and watch them work," she says. "I was never bored." Eventually, she had her "aha!" moment, when she said to herself, "Hey, this is what I want to do!"

So, at the age of fifteen, when other girls were spending their summer vacation at the pool, Dini decided to take a wig course. "That course cost \$1,000, which was a huge amount at the time. But I begged my parents to send me. Of course, I was the youngest in my class."

To their credit, Dini's parents understood that this was her passion, and that she was determined to succeed. As it turned out, that wig course was a turning point in her life, because that's when she realized that she could excel at something she loved. "Whenever the teacher asked for a volunteer to cut a wig, I was the first to respond.

Sure, it was scary, but I realized that I had to take risks in order to succeed."

Looking back, Dini says that her flair for wig styling helped her survive those awkward teenage years. "It gave me a reason to smile when I woke up in the morning. It kept me happy. And I thank my parents for supporting me. They realized that every child is different and this is what I needed."

Eventually, Dini became a successful sheitelmacher, well known for her talents, both in Eretz Yisrael and abroad. She would often travel to London to service the community there. All seemed to be going well for Dini and her family, until they decided that for personal reasons, it was necessary to move to America. It was a difficult move for many reasons. "I had an established business, parnassah, an amazing professional reputation, and I had my family and friends. And I had to walk away from all that, and travel to a country where I knew no one."

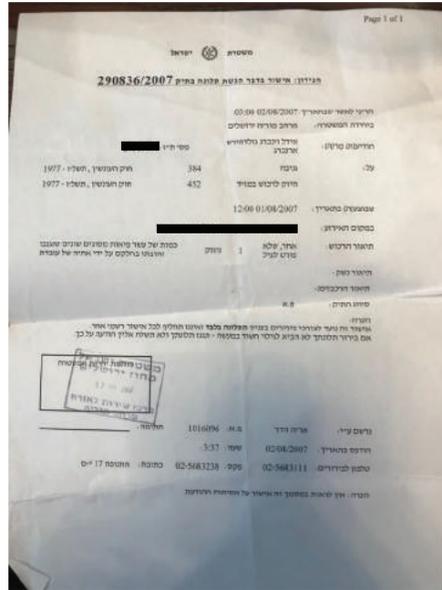
If that wasn't challenging enough, Dini had to deal with a bizarre and unexpected crisis. On the day before her big move, she received a phone call from her assistant. "She was hysterical," Dini remembers. "I had given her fifteen wigs to send out to customers. But when this assistant wasn't home, her extremist brother had heard a lecture about tzniyus and avodah zara... and decided it would be a "big mitzvah" to set them all on fire! Every one of those wigs was burned into a little pile of ash!" The memory of that moment haunts Dini until this day. "It was crazy," she says. "I suddenly had to explain to

Dini's Wigs: A Little Girl's Dream

fifteen customers that their wigs were gone!" It was an emotionally and spiritually difficult time for Dini. "I had such a hard time dealing with it. It shook my emunah to the core. I kept asking, 'Why is this happening to me?'"

But she gathered her wits, moved to Monsey, and persevered, even though it wasn't easy starting all over again and adjusting to life in America. "I walked around for two years with a lump in my throat."

She and her family rented a house in Monsey, where



Wigs destroyed; The police report.

she began cutting wigs at home for local customers. Slowly but surely her reputation grew anew, and so did her business. She moved to a larger home and converted her basement garage into a salon. She hired an assistant, and then another one and another one. Things began to look up.

Today, Dini's Wigs has fifty employees who work out of her huge salon in Pomona, as well as from her Boro Park location. She has made new friends, and established herself as a vital member of the thriving Monsey community. Now she looks back at those

difficult times with a new perspective and clearly sees the hashgachah pratis.

"I learned that everything in this world is temporary. Hashem is in control and everything can change in a moment, if that is His will. And I learned that we don't realize how a bad experience can really be the precursor for something wonderful." Plus, she says, "I managed to pay back every one of those fifteen customers a year after I moved."

Dini doesn't take things for granted. "Every morning, when I wake up, I daven to Hashem that my day should go smoothly. I daven for patience, for proper speech, and for good judgment." Sitting at the helm of a large company with many workers, she is still very much in the driver's seat. "Thirty people can be asking me questions every day," she says. "They want me to tell them how to enhance a wig's color, where to add the baby hairs, how to fit the netting, whether to comb the wig on or off the face, and so on. I daven for the wisdom to answer them correctly."

It helps that Dini's family is not only supportive but also actively involved in the business. "I depend on them," she says. "I couldn't do it without them." Each family member works in a different aspect of the company, and together they form a vibrant and formidable team. Dini's husband Itzik handles the finances, and different children are in charge of photography, social media, sourcing the sheitel hair, dealing with sheitel-machers, and running the Brooklyn store. "They make it so much more pleasant for me," says Dini. "We give each other energy."

A wig is undoubtedly a crucial part of a woman's appearance, and Dini knows it. That's why women, especially kallahs, can be anxious about sheitel shopping. Dini understands how to make her kallahs happy. "My job is to give them confidence," she says, "so they can feel good – no amazing-- about themselves."

Dini is ambitious and resourceful, and focuses on caring and consideration for her customers. She frequently services customers who are forced to wear a wig because of medical issues, and she understands that visiting her salon can be overwhelming and intimidating for them. That's why she will soon be opening a

separate salon wing called "Dini Cares" specifically for these customers. "It will offer them the privacy they deserve, as well as special attention. It's the least we can do for them!"

But there's something new being launched—and no, it's not a third brand of wigs or a new style. She's super-excited about the newly released Teeny Dini collection. "I never had a wig to play with when I was a little girl," she explains, "so I created the Teeny Dini doll that is sold together with a doll wig made of human hair." Kids will enjoy changing the doll's look as easily as changing the wig — from long and blonde to short and brunette. The wig can fit any 18-inch doll, and even comes with its own miniature sheitel head, designed for hours of fun. Truly a meaningful gift for every little girl who wants to be "just like mommy!"

For Dini, now the queen of the sheitel world, the Teeny Dini collection is especially meaningful because it brings her story full circle. "Maybe there's a little girl out there," she muses, "who has a special flair for hair. Maybe she wishes she could practice styling and brushing when she plays with her dolls. Maybe she could develop a real talent, if she had the opportunity." The Teeny Dini would help her realize her dreams and lets dreams turn reality for the next generation of Jewish mothers.



Dini's Tips

Dini shares some useful tips and advice for sheitel shoppers:

* Do your research. Know your tastes and preferences before you come to the salon. Then share your thoughts, and we can collaborate together.

* We're all super-critical about ourselves when we look in the mirror. Suddenly, every minor flaw is blown out of proportion. So it's always best to bring along someone who you trust to help you make your decisions.

* Still can't decide which wig looks best on you? Take a few selfie photos of yourself wearing each one and then scroll through them.

* You may love your old wig and wish it can be duplicated, but no two wigs will ever be the same. We can match the color, style, length, and texture, but at the end of the day, each wig is totally unique.

* Patience, patience, patience. Purchasing a wig, especially one that is customized, is a process. From concept to reality, our wigs go through twenty pairs of hands before you see the finished product. We try our best to speed it up, but we prefer that you love the finished product rather than present you with a rush job.

