



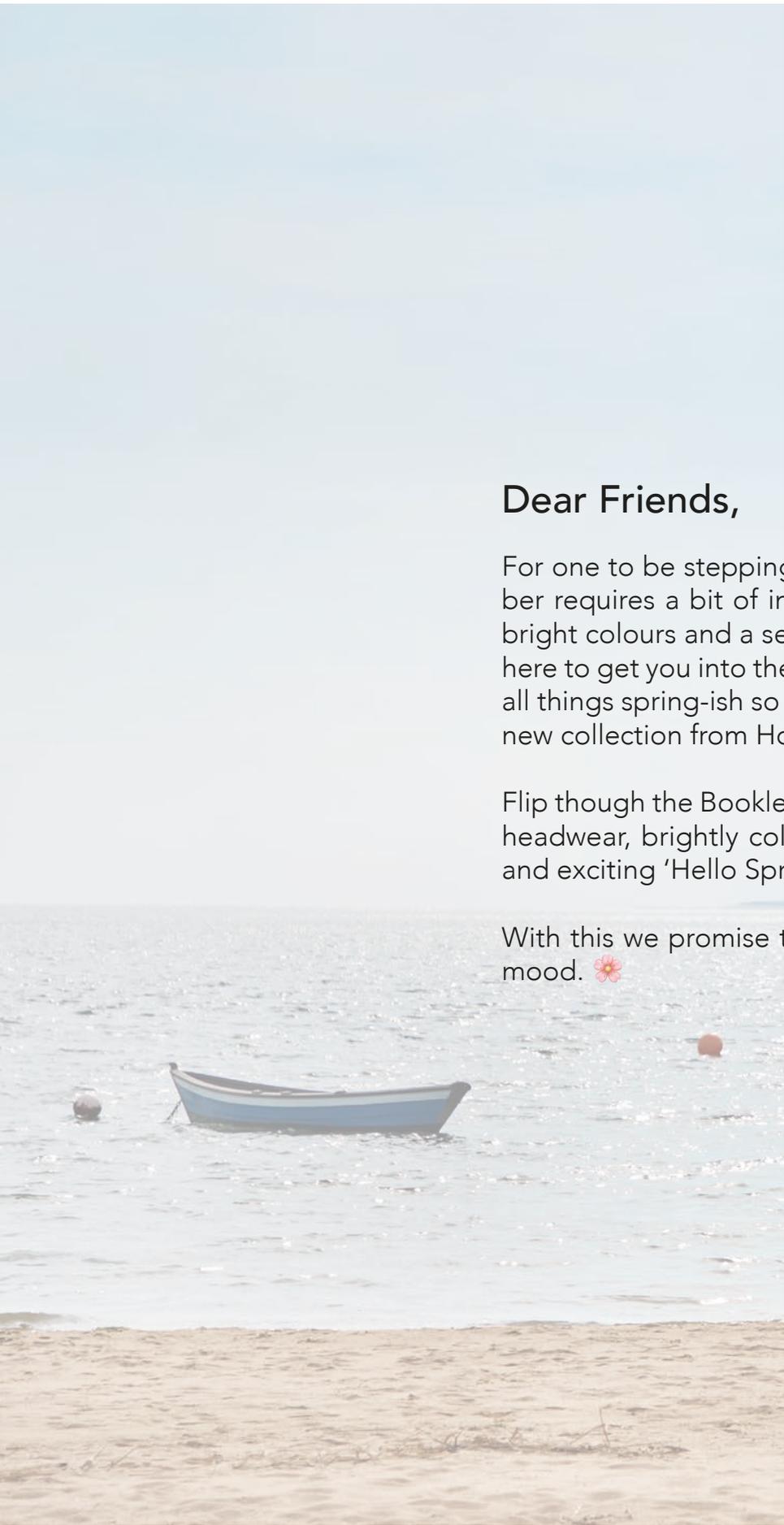
HOUSE *of* CHRISTINE

HEADWEAR



# Spring Booklet

Your guide to Spring/Summer 2026



## Dear Friends,

For one to be stepping into spring mood in November requires a bit of inspiration, a large selection of bright colours and a sense of sun and warmth. We're here to get you into the mood and to inspire you with all things spring-ish so you feel ready to embrace the new collection from House of Christine.

Flip through the Booklet pages filled with high-quality headwear, brightly coloured prints, photo locations and exciting 'Hello Spring' news.

With this we promise to bring you into the seasonal mood. 🌸

Charm



Drops of sweets



Romance

# Bella Ballou - The Love of Better Life



Silk is one of the most popular 'forever' turbans in the House of Christine range. The fine and elegant material provides an effortless look and one of important comfort too.

This season we're introducing a brand-new model to the range – one that will take the silk collection to a whole new level.

## Silk Collection



### HOCCIANA TURBAN / 1586

A new silk masterpiece with a subtle volume and, carefully made, detailed sophistication.

The new HocCiana turban is certainly a head turner with its beautifully designed details at the front and the perfectly placed layering that gently forms the perfect turban fit.

A small and delicate padding is used at the front to create a small lift under the layers, this gives the turban a new dimension and a detailing never seen from Christine Headwear.

The model requires no styling once fitted and is with its fine silk lining both light, comfortable and gentle to wear.

HocCiana



### PAISLEY LOVE / 4091

The paisley ornaments really are Christine forever favourites and this 'Paisley Love' interpretation is no exception. The large flower prints are a high-street darling this season and when done in a modish way they become so chic and wearable. With its mix of large leaves, flower heads and wavy blooms, this charming blue shaded HocCiana will be a turban suitable to wear repeatedly.



4091

HocCiana



### FUNKY LACE / 4092

With lace emerging on nearly all runways for SS26 we of course bring our own twist on the romantic fabric in our high-class silk edition. With a smooth detailing the lace patterns gently glide over the classic dusted rose, grey and green colours and forms a very classy headpiece.

An exquisite piece made to be loved and worn with grace.

HocCiana Turban is made of 100% silk with a 55% silk, 45% cotton lining.



4092

HocMilena



4042

## HOCMILENA TURBAN / 1558

The stylish silk model, HocMilena, is still available in the commercial and wearable Royal Paisley – Blue edition.

The aesthetically stylish model is designed to last and the high-quality silk fabric adds both style, class and comfort to its wearer. It's high fashion at its best and this season we're introducing two new prints to you.

The soft silk turban is a pre-styled design that effortlessly combines elegance with subtle volume in all the right places.

HocMilena is made of 100% silk with a 55% silk/45% cotton lining.

COLOUR 4042: ROYAL PAISLEY – BLUE

## Meet the Model



A once in a lifetime opportunity, those are the words describing the spring model for Christine - meet Johanne Landbo.

Johanne is a long-term model and have shot for some of the biggest fashion magazines in the world. We've had a 'crush' on her for years and just had to make her the face of Christine – a one and only entry, but so worth the wait.

We hope you'll love her too ♥

# SS26 Collection

## *Christine Headwear*



Christine opens the season with a large selection of colours, wonderful prints and the high-quality headpieces we're all so proud to be offering. From leopard prints, feminine floral motives to bold zig zag stripes - we're embracing all the fashionable trends in our own elegant Christine-way – a true celebration of summer.



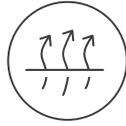
Softness



Simplicity

Neutral Aesthetics

# Caretech® Bamboo Prints



Caretech® Bamboo is light, soft, breathable and thermo-regulating - making it perfect for sensitive skin.



Caretech® Bamboo has natural moisture-wicking properties that absorb moisture and leads it away from the skin, keeping you dry and comfortable.



The Christine Headwear Caretech® Bamboo is FSC certified – this ensures your new headwear is sourced from forests or plantations managed according to strict environmental standards.

## HocLotus



4077

## MOROCCAN ROMANCE / 4077

Floral patterns are everywhere this season, not a groundbreaking trend to include flowers on a spring/summer collection, we know. Yet this is one of the seasons biggest trends and it will be interpreted in all kinds of ways on the high street.

So, we hereby introduce the largest series on the Christine collection; a classic paisley with large floral ornaments and colourful details – the all-important little visual twist.

The dominating colour is a deep, warm green yet the addition of soft rose, pale blue and a subtle touch of mustard yellow completes the look and gives the design a lovely spring feeling.

The small Christine detail surprises are no exception on this series. You'll find a combination of warm gold and green shimmer fabrics on the HocBeatrice turban headband, a tone in tone green on the popular HocShanti model and a glittery gold on the HocLotus flower.

HocShakti is the series most romantic piece. With its soft cream bamboo base, it calls for summer and warm sunny days. The headband is a mix of paisley fabric on the one side and the green/golden shimmer combination on the other. This gives the wearer the choice of showing either side or mixing them for a unique look.

A lovely series of 6 different turbans that will complement all the spring colours and the lovely light summer dresses.

- 1008 / HOCLOTUS TURBAN
- 1331 / HOCSHANTI TURBAN
- 1520 / HOCSHAKTI TURBAN
- 1419 / HOCBEATRICE TURBAN W. RIBBONS
- 2000 / HOCYOGA TURBAN



HocBeatrice

HocSapphire Ribbon



**STYLING INFO & TIPS:**

HocBeatrice offers endless styling possibilities and has quickly become a customer go-to choice. The elegant, semi-long ribbons allow you to create soft movement around the shoulders or sculpt beautiful volume around the face - much like a modern, effortless hairdo.

For a different and more personalised look, rotate the turban so the back sits at the front and wrap the ribbons to shape a fuller silhouette. Leave the ribbon snips visible for a subtle, fashionable detail.

HocBeatrice and HocShakti can also be paired with our loose ribbons to elevate the expression even further. Try styling the shimmering Boho ribbon in caramel (3033-0878) with the turbans - a chic contrast to the soft green and golden coloured models. Use the semi-attached headbands to secure the long ribbons when styling it.

HocShakti



**BEIGE SNAKE / 4076**

A classic animal is a must in every wardrobe. With this snake print, we've made a forever print that fits just about everything. Fast becoming just as practical and important as a basic piece, the stylish animal print is the new black – again!

The black and beige combination is both super stylish and wearable making it a safe all-year-round choice.

You'll find 4 beautiful models in this series

- 1331 / HOCSHANTI TURBAN
- 1418 / HOCSHAKTI TURBAN
- 1584 / HOCJOYO TURBAN
- 2000 / HOCYOGA TURBAN



4076

**STYLING INFO & TIPS:**

For the special summer events the HocShakti turban can easily be made more glamorous, if styled with the shimmering HocSapphire ribbon from the Boho collection. Secure the ribbon in the headband and twist it around the band leading it over the head. Finish it off by securing the ribbons with a loose knot. For a more personalised look, nip the small loops you've now made with your fingertips, so they are styled a bit looser and thereby add a more sophisticated volume.

## HocNoya



4079

## ZIGZAG VIBES / 4079

The playful zigzag print brings instant summer joy with its mix of bold, confident colours - perfectly in sync with the season's vibrant trends. And with purple being the 'it' colour of the season, you'll find a beautiful hint of it blended into this spirited design.

The turban bases unite soft pastels - green, purple and blue - with bold pops of red and pink for a striking yet wearable expression.

To complement the print, both the HocShakti and HocNoya headbands features warm coral, fresh lime and a gentle cream shade. They allow you to enhance the playful tones - or gently soften the look - depending on the styling moment.

And to make this series even better, we've included the HocYoga Cap in the same lively ZigZag print. We're excited that this popular newcomer now joins the seasonal collection, giving you a refreshing and versatile addition to offer your customers.

A true summer print, full of life and light - ready to brighten any day.

You'll find 4 models in the zigzag print:

- 1008 / HOCLOTUS TURBAN
- 1418 / HOCSHAKTI TURBAN
- 1585 / HOCNOYA TURBAN
- 1600 / HOCYOGA CAP

## STYLING INFO & TIPS:

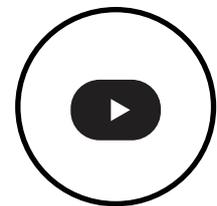
The HocShakti design features the clever double loops at the back - a small but brilliant detail that opens up a world of styling possibilities. It's a great feature to highlight when guiding customers, as it lets them create different looks to suit their mood and plans each day.

For extra inspiration, we've gathered a variety of HocShakti styling ideas on YouTube. Feel free to share these on your SoMe channels to show just how beautifully versatile this model can be.



HocShakti Loops

[Click to see styling video on YouTube](#)



HocBeatrice



4078

## PAISLEY SWEETS / 4078

A sweet story of everyday romance and colourful charm is the heart of our Paisley Sweets series. The small yet vibrant trio brings both warmth, sunshine shades and happy vibes to the headwear scene.

The colours, a lovely mix of radiant nuances and soft pastels, makes this perfect summer turban come to life. The pale blue grounds the sweeter shades, adding confidence and an effortlessly feminine feel to this very wearable paisley print.

On the HocNoya and HocBeatrice, the decorative headbands combine warm coral, soft cream and blue hues - adding further charm to the model while giving the option to soften it slightly on days when you prefer a touch of solid, expressive colour.

A delightful summer choice - full of charm, lightness and uplifting style.

Three models are available in this small series:

1419 / HOCBEATRICE TURBAN W. RIBBONS

1585 / HOCNOYA TURBAN

2000 / HOCYOGA TURBAN

# Linen Collection



Linen is light and breathable and cools you down when you are hot - perfect during the warm and sunny days.



Linen naturally absorbs moisture and leads it away from the skin, keeping you dry and comfortable.



The Christine Headwear linen collection is Standard 100 by Oeko-Tex certified. This is your assurance that the headwear product does not contain or give off any harmful substances.

## HocYoga



### PROTEA LOVE / 4024

When you tell us, and show us, how much you love a print, we listen! The Protea Love was an absolute favourite on SS24, so we've of course given it a re-entry and even added another model to the small series.

In this romantic flower print, warm beige nuances blend softly with delicate pink protea flowers - a harmony that flatters the skin and brings a graceful and calmness to any outfit. The result is a stylish and feminine look, perfect for the lightness of summer days.

We are delighted to introduce three turban models in this very special design - each carrying a little piece of our House of Christine story.



4024

1245 / HOCLOTUS TURBAN  
1417 / HOCSHAKTI TURBAN  
1570 / HOCYOGA TURBAN



### Do you remember the story behind the print?

*The Protea flower is very much the heart of our visual branding at House of Christine. The colours used in the HOC visual material is extracted from this very flower. This is a story for another time, but until then know that this absolutely gorgeous print is developed by our very own graphical designer, Michelle, who's always seeking new ways to interpretate this wonderful blooming flower.*

## HocYoga



4080

## TROPICAL BLOSSOMS / 4080

A hand-painted summer must-have - our Tropical Blossoms print brings a fresh and uplifting touch to the season. Soft blue tones create a calm base for bold red strokes and lively garden greens, with large floral shapes that may feel expressive yet beautifully subtle when used on a turban design.

Flowers are flourishing across the SS26 fashion scene, and this print captures that trend with an artistic, wearable elegance. The design is interpreted in a way that remains gentle, feminine and easy for everyday wear.

The soft knitted linen series includes three models, and each will they add colour to a simple outfit or complete a full floral mood. Designed to bring lightness, confidence and a summery spark to all who wear them.

1245 / HOCLOTUS TURBAN  
1417 / HOCSHAKTI TURBAN  
1570 / HOCYOGA TURBAN

## HocShakti



4081

## TOUCH OF GOLD / 4081

With the final linen print, we move gently into the high-summer tones. Warm, sun-kissed shades bring a soft glow to the skin – making this little series a natural choice for long, bright and sunny days.

A blend of golden caramel, mellow brown hues and touches of light blue gives the models a calm and sophisticated look. To add further to the always stylish Christine-detailing, the HocShakti headband features a delicate golden shimmer fabric on the inner side - a subtle, luxurious touch that adds further elegance to the look when styled.

It's a series that pairs beautifully with the summer wardrobe: the white long shirts, soft denim, natural linens, and light summer dresses in sand and cream. Whether dressed up or kept relaxed and effortless, the colours adapt softly to every look.

Three of your favourite models are available in this series:

1245 / HOCLOTUS TURBAN  
1417 / HOCSHAKTI TURBAN  
1570 / HOCYOGA TURBAN

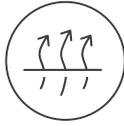
# Sun Wear Collection



Sun hats are more than just accessories; they're essential for protection during the warmer months. With UPF 50+ coverage, the Christine Sun Wear series offer a stylish and important protection against UV rays, reducing exposure to the scalp, face, and neck.



# Caretech® Bamboo – Sun Wear



Caretech® Bamboo is light, soft breathable and thermo-regulating making it perfect for sensitive skin.



Caretech® Bamboo has natural moisture-wicking properties that absorbs moisture and leads it away from the skin, keeping you dry and comfortable.



The Christine Headwear Caretech® Bamboo is FSC certified – this ensures your new headwear is sourced from forests or plantations managed according to strict environmental standards.

## HocBriana



4040



### HOCBRIANA SUN CAP / 1577

The HocBrianna Sun Cap brings together a stylish design and high-level sun safety - an essential seasonal choice for your customers.

Made from our soft and breathable Caretech® Bamboo quality, it offers the all-important comfort against sensitive skin and stays cool and refreshed even on warm days.

The UPF 50+ protection helps reduce UV exposure, while the wide brim ensures effective shading for the face and scalp. Its turban-inspired construction provides a secure fit without adjustment, and the long decorative ribbons adds an elegant, feminine look - while also offering a little extra coverage at the neck.

A large range of classic colours are available:

- COLOUR 0171: LIGHT LILAC
- COLOUR 0211: BLACK
- COLOUR 0255: DARK BLUE
- COLOUR 4040: SANDSTONE

HocSolana



0171

## HOC SOLANA SUN CAP / 1578

The sporty HocSolana Sun Cap is designed as a classic summer cap for the sunny season. Its soft and breathable Caretech® Bamboo construction ensures a cooling, comfortable feel against sensitive skin - an important advantage for customers experiencing hair loss.

The exclusive Christine Arpansa UPF 50+ protection and the wide signature brim deliver reliable shade for the face and eyes, making it an ideal choice for outdoor activities. At the back, the extended fabric provides extra sun coverage at the nape of the neck while discreetly covering the natural hairline - a thoughtful detail that sets our designs apart from standard high-street caps.

The additional fabric can be gently and quickly shaped for a touch of volume, allowing wearers to adjust the expression to their personal style.

A sporty, feminine and highly functional sun solution made with care.

6 colours are available:

- COLOUR 0171: LIGHT LILAC
- COLOUR 0211: BLACK
- COLOUR 0255: DARK BLUE
- COLOUR 0338: BROWN GREEN
- COLOUR 0384: RED BUD
- COLOUR 4040: SANDSTONE

# 37.5<sup>®</sup> Technology Line – Sun Wear



37.5<sup>®</sup> active particles ensure ultimate comfort and wellbeing.



37.5<sup>®</sup> technology helps warm you up when you're cold and cool you down when you're hot.



37.5<sup>®</sup> technology helps your body maintain a regulated microclimate of 37.5% degrees Celsius.



37.5<sup>®</sup> technology removes sweat in the vapor stage before liquid sweat forms.



37.5<sup>®</sup> active particles are derived from nature.

The all-time sun favourite amongst our end-users – the 37.5<sup>®</sup> Technology series!

When living without hair, heat can build up quickly - especially in the summer sun.

Our B.B. HocBella and B.B. HocBriana styles are created to offer a calm, cooling solution. Made in an exceptionally soft fabric with 37.5<sup>®</sup> Technology,

the material helps keep the body at its ideal core temperature by releasing heat when you feel warm and retaining warmth when it cools down.

Light, breathable and comfortable against sensitive skin, these models are among some of our most unique head coverings - offering beautiful protection, gentle temperature control and a soothing feel on the sensitive scalp.

B.B. HocBella Cap 1328-4062



COLOUR 0318: DUSTY BROWN  
 COLOUR 0383: DARK BLUE  
 COLOUR 0769: STEEL GREY  
 COLOUR 0844: FEATHER BEIGE  
 COLOUR 4062: KHAKI GREEN – NEW COLOUR

B.B. HocBriana Cap 1492-0844



COLOUR 0318: DUSTY BROWN  
 COLOUR 0383: DARK BLUE  
 COLOUR 0769: STEEL GREY  
 COLOUR 0844: FEATHER BEIGE

HocSunna



### HOC SUNNA STRAW CAP / 1583

With its elegant, slightly oval shaped base and downward facing brim, HocSunna is the essence of summer sophistication. The hat has a fine weave detailing around the crown allowing for light, cooling air circulation and added chicness.

The feminine summer hat is lined and therefore provide 50+ UPF protection around the crown. However, as the weave on the wide brim is slightly larger than on our previous sun hats, this one only obtains a total score of UPF 15 sun protection through Arpana.

Do remember to inform your customers that the crown area holds the 50+ protection, as always.

COLOUR 4050: NATURE BEIGE



4050



## CASUAL CLASSICS



# Caretech® Supima Cotton



Caretech® Supima from Christine Headwear is regarded as one of the finest cotton qualities available.



Caretech® Supima is both more durable than regular cotton and much softer to the touch.



Caretech® Supima ensures a long-lasting product with strong pilling resistance, a beautiful colour retention and high-class comfort.

The colourful spring-summer wardrobe calls for classic colours, soft qualities and wearable designs.

The Supima Cotton range offers a collection of 4

stylish designs with each their detail and wearable looks.

Stock up on this range of comfortable designs:

HocNomi 1490-0766



0655 0656 0657 0725 0767 0774 0845

HocSena 1521-0656



0655 0656 0657

HocMila 1438-0657



0655 0656 0725 0774 0845

HocZuri 1484-0725



0655 0656 0657 0725 0774 0845

# Body Balance | 37.5<sup>®</sup> Technology Line

When the days grow warmer, comfort becomes all about body balance. Our 37.5<sup>®</sup> turbans are designed to support that - made from a feather-light fabric that adapts to the body's natural temperature.

Thanks to the innovative 37.5<sup>®</sup> Technology, these turbans help maintain a comfortable microclimate close to the skin, keeping you cool when the heat rises and warm when the air turns colder. The technology works with active particles that capture and release moisture, creating a fresh, dry and breathable feel all day long.

For women experiencing hair loss, this thoughtful design offers more than comfort - it's gentle, non-irritating, and soothing for sensitive scalps.

Note that a new model is included in the 37.5 range - The HocShakti Turban. This versatile and popular model will, with guarantee, fast become a new B.B. favourite.

With the addition of the new model, you'll also, after high demand, find a new colour in the range: a beautiful khaki green - perfect for all-year wear.

B.B. Beatrice 1291-4062



B.B. Becca 1293-0383



B.B. HocShakti 1596-0318





0211

### HOCJOYO TURBAN / 1572

HocJoyo is constructed in the signature Christine design - smooth, secure and thoughtfully shaped to sit beautifully on a bald head.

At the front, a gentle twisted knot creates flattering volume and forms a subtle little V-shape above one eyebrow, giving the face a feminine, balanced expression.

The softly layered fabric continues all the way around the head, adding fullness and harmony to the silhouette. At the crown, the layers turn elegantly backwards to create a graceful lift at the back.

For a touch of extra glamour, try mixing HocJoyo with the Soft Lift Hat. The combination brings an added sense of fullness and sophistication.

We've extended the colour range significantly this season so you can now offer your customers a large selection of this beautiful model.

- COLOUR 0167: BROWN
- COLOUR 0169: GREY MELANGE
- COLOUR 0171: LIGHT LILAC
- COLOUR 0211: BLACK
- COLOUR 0255: DARK BLUE
- COLOUR 0320: ROSE MELANGE
- COLOUR 4051: RED PLUM
- COLOUR 4052: AMBER GOLD



4069

### HOCYOGA CAP / 1582

With the same comfortable fit and design details as the classic HocYoga, this sporty little cap brings a fresh and practical twist to the everyday headwear selection.

The brim is slightly smaller and narrower than on our sun caps, making it easy to wear both outdoors and indoors. It's soft, flexible and suits any occasion where a cap just makes sense. As an added bonus, the cap comes with UPF 50+ sun protection. However, we've kept it in our everyday category to highlight its versatility – with the Arpansa hangtag.

A wonderful and sporty model that's already proving to be a true bestseller.

New soft pastel colours are added to the HocYoga Cap range making this wonderful model ready for the summer outings:

- COLOUR 0167: BROWN
- COLOUR 0168: BLUE
- COLOUR 0171: LIGHT LILAC
- COLOUR 0211: BLACK
- COLOUR 0320: ROSE MELANGE
- COLOUR 0469: LIGHT BLUE MELANGE

# Soft Line Collection



The Soft Line series is for all the everyday moments - calm, comfortable styles designed to fit with all the daily tasks, activities and events.

Made from our breathable Caretech® Bamboo, these five turbans and the HocChitta headband feel beautifully soft against sensitive skin and are perfect for everything from gentle activity to quiet relaxation. This season, the range welcomes the elegant new shade 0900 Rose Wine, a soft and feminine tone

we're sure will become a success amongst our many Christine-friends. We're also bringing back the much-loved 0338 colour for the HocMantra Scarf - a timeless favourite that never goes out of style.

- 1000 / HOCYOGA TURBAN
- 1003 / HOCLOTUS TURBAN
- 1006 / HOCCHITTA HEADBAND
- 1011 / HOCMANTRA SCARF
- 1510 / HOCSHAKTI TURBAN



HocYoga



HocLotus



HocChitta



HocMantra

COLOUR  
0338 IS  
BACK

See catalogue page 40-41 for product colours.

# SS26 Collection

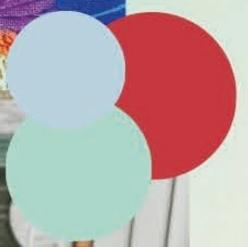
## *Viva Headwear*



The playful yet timeless Viva prepares for spring and summer with sweet smiles, classic and wearable head pieces. Step into the new season with an effortless collection of purposely simple, ready to wear turbans.



Crafted Trails



Dynamic

Arakloy Shapes

# Miss Fashionista



4098

## HOCALVA · V TURBAN / 1575

Coolness and chicness in one turban?  
Yes! it's absolutely possible.

The stylish model you loved from the SS24 season is back in two new prints – one for the classic Viva-fan and one for the vibrant fan – whatever has your fancy.

The HocAlva turban design provides just the right volume due to the layering at the top of the head. And the headband... well, this one just adds next level coolness. The wide band is attached at the back and is designed with a smart knot-detail at the front that provides a cool look and perfect volume.

## COLOUR 4098: GRAPHIC BRAIDS

Stripes, checks and graphic prints – all are they big on the spring/summer fashion scene, so of course you'll find them included in the Viva collection.

The black colour dominates this timeless print but as it's mixed with a stringent cream-coloured graphic formation it portrays a calm and easy on the eye design.

Lining: Viscose

HocAlva



4099

## COLOUR 4099: PATCHWORK PASTELS

Pretty pastels and contrast filled browns and reds shape this edition of the HocAlva turban. The graphic, patchwork-inspired print adds a playful edge, giving the style a fun, creative vibe that feels easy to wear.

With its soft fit and effortless silhouette, HocAlva is a great choice for days when you want a touch of colour, a little personality - and a turban that keeps up with your mood and movement.

Lining: Viscose

## STYLING INFO & TIPS:

For a light and fashionable look, try pushing the base fabric up under the band, with this you'll get a fashionable v-shape that complements and enhances a slim facial look.

It's recommended to first fit the base model and then bring the band up and place it as desired. This to avoid the turban feeling too tight and difficult to style.

## The one that I want - New Model



4100

NEW  
MODEL

### HOCELMA · V TURBAN / 1598

In true excitement mode we bring you this seasons Viva newcomer – the HocElma Turban.

With it's cool simplified look and spot on details this model will become the talk of the salon. The effortless look featuring a smart v-shape over the one eyebrow and the layering that provides just the right volume - this turban is a quick-fit model that will complete any look.

Available in two smart colours and soft qualities – both perfect for the spring and summer activities.

#### COLOUR 4100: RIB SAND

Wonderful, classic beige – the kind of shade that goes with absolutely everything.

The HocElma turban is made in a soft, sporty, warm coloured, rib that gently follows the shape of the face, giving a natural, flattering look. At the back, the rib ads a cool little twist and a touch of modern texture. Easy, effortless and always chic for summer.

Lining: Viscose

HocElma



4101

NEW  
MODEL

### HOCELMA · V TURBAN / 1599

Stripes are having a major moment this season. Bold, confident and full of movement - the SS26 edition of the HocElma turban look is spot on!

Made in a soft, breathable cotton quality, this edition combines a creamy base with a mix of fine and wider black stripes, creating a fresh, modern look that feels instantly on-trend for SS26. The pattern brings a lively rhythm to the design, while the gentle stretch ensures a comfortable and beautiful fit.

Vibrant and easy to pair with any summer wardrobe, HocElma is the go-to style when wanting a little lift and a little edge

#### COLOUR 4101: SMOKY STRIPES

Lining: Viscose

## Shimmer & Shine - It's Spring Time



### HOCZOYA · V TURBAN / 1602

This really is next level for HocZoya – a design in the gorgeous, and familiar, shimmer fabric with cool colour contrasted headbands. Just saying... grab them while you can!

#### COLOUR 4102: IVORY N'MIX

With its simple construction this model is an easy to wear and fit choice. The shimmer fabric makes it perfect for styling with summer dresses or with the favourite office denim shirt. Remember, glitter isn't just for Saturdays it's for all the days you want to lift a mood or wear a turban-smile.

This version has a cream turban base and a bright coral and baby blue headband. A maritime design suitable for all the summer events.

Lining: Bamboo-viscose



4102

HocZoya



#### COLOUR 4103: SOFT IVORY MIX

The soft cream coloured base is mixed with a beautiful green and caramel coloured headband. A classy turban design in the sophisticated shimmer fabric our customers have grown to love.

The stretchy fabric makes the turban easy to wear as the turban gently fits any head shape. Use the green side on a rainy spring day and the brown on a sunny summer outing – either way this design will be the one you grab for all the light seasonal outfits.

Lining: Bamboo-viscose



4103

## Gimme Me Denim, Please

HocMary



4097

### HOCMARY · V TURBAN / 1603

The sporty, 2in1 denim turban is a must for the spring and summer season. The classic all-time favourite fabric fits almost any skin type and the woven material used makes the model look both cool and smart.

HocMary has a tight fit at the front and a slouchy fit at the back. The loose headband is made in the same denim material but has a slim white stitching giving it that real denim feeling and look. At the back the large elastic detail makes the headband more comfortable to wear as it follows the individual head size. The detail is made so elegantly and has a fashionable glam style to it. Wear the detail at the back or at the front, either way the result will look amazing.

COLOUR 4097: DENIM FLAIR

Lining: Bamboo-viscose

## Let it Shine

HocZoya



4096

### HOCZOYA · V TURBAN / 1597

If elegance was a turban this would most certainly be it. A fashionable and beautiful model that will put a spark on any outfit and summer mood.

Made in a stretchy material the silver fabric adds a gentle shine to the wearers summer kissed cheeks. And as the turban, when worn, shows just a tiny warm beige rib stitching it adds warmth to the face too.

A comfortable and charming choice suitable to wear with denim, summer tops and elegant dresses.

Glitter is just always a good idea!

COLOUR 4096: SILVER CHARM

Lining: Bamboo-viscose

## Bring on Summer & Sun

HocVera



4104

### HOCVERA · V BUCKET HAT / 1601

There's never been anything ordinary about Viva, she's always got that little extra something. So, when designing this new bucket hat for you we decided to take it to the next level with both coolness and practicality.

This warm, beige-coloured canvas bucket hat checks the important boxes when it comes to comfort:

- Cotton kanvas-quality ✓
- Bamboo/viscose lining ✓
- Cotton strings for better head-grip ✓

And it would get a five-star review on practicality and loveliness too:

- Wide and soft sun-shielding brim ✓
- Extra brim for a fashionable look and feel ✓
- Playful styling possibilities ✓
- Chic summer colour ✓

This is a 'run, don't walk' moment - as this beauty will fly out of your warehouse and shops.

COLOUR 4104: DESERT VIBES

Lining: Bamboo-viscose

## Basics - at Your Service

A forever turban choice – the basic one. A comfortable model that never goes out of style and in a solid colour that goes with everything – yes please!

HocEmmy · V Turban 1552-4004



4001

4003

4004

4005

HocZoya · V Turban 1551-4005



4001

4003

4004

4005

4006

# SS26 Collection

## *Boho Spirit Headwear*



Romantic garden landscapes and lazy days lounging around the garden in floaty dresses and colourful headwear – that's the Boho summer for you.

The spring-summer Boho spirited collection is filled with models we favour and colours we love to wear. This vibrant and inspiring range of sophisticated turban models will be a true pleasure to offer your lovely customers.



Soft Petals



Floppy Florals



Garden of Time

# A Wonderful World of Sapphire

The ever-changing and creative HocSapphire is of course a must in the Boho collection. An easy to style and wear model that doesn't require much handling yet offers sophisticated possibilities when worn and mixed with beautiful and glittery ribbons.

Three very different looking models are available for you this season – beautiful, each in their own bohemian way.

HocSapphire



4105

## HOCSAPPHIRE · BOHO TURBAN / 3052

When all you need is a classy turban and statement jewellery, this is the HocSapphire edition you'll want to reach for.

This rosy-beige design is made in a softly textured fabric with delicate wavy-stitched detailing that brings gentle volume to the silhouette. The structure catches the light beautifully giving the turban a refined summer expression and making it both versatile and easy to wear with all the flowery seasonal outfits.

COLOUR 4105: SWEET CARAMEL

Lining: Bamboo-viscose

HocSapphire



4106

## HOCSAPPHIRE · BOHO TURBAN / 3026

With an intense flower vibe, this HocSapphire print is the season's boldest statement.

The design balances prettiness with power - a floral expression that feels both romantic and confidently feminine. The colours are a blend of soft pink, turquoise, bold red, white and vibrant orange, bringing together the key trend colours of the season in one powerful look.

Beautifully eye-catching yet easy to wear, this design adds a lively, fashionable twist to the elegant HocSapphire silhouette, making it a wonderful choice for blooming and sunny summer days.

COLOUR 4106: FLORAL FUSION

Lining: Bamboo-viscose



### STYLING INFO & TIPS:

HocSapphire is a wonderfully versatile and mixable turban – a must in any headwear selection.

Its clever click-on headband system allows the wearer to shift effortlessly between a clean, simple look and a more flamboyant, styled expression - all depending on mood and occasion. And while the turban can easily be worn on its own, its bohemian purpose lies in the styling possibilities its constructed for and to.

This season's new coral and pink ribbons make it even easier to mix and match and build the all-important variation into a smaller wardrobe. A practical, creative and highly customisable model that invites our friends to play, mix and reinvent their favourite turban again and again.



3033-4112

3033-4113



## Oh Perla, You look so Wonderful

Our popular HocPerla comes in two remarkable designs this season – one fierce and fiery and one with all the romantic details you can dream off.

The base turban, on the 2in1 models, has a gentle, slightly loose fit and is made from a soft shimmer fabric that gives the model a subtle, feminine glow - perfect for all the spring stylings.

At the front, the turban features three layered sections that create natural “grip”, ensuring the headband

stays comfortably in place throughout the day. The rounded hem band, finished with a graceful V-shaped detail, offers additional security and a smooth, stable fit on a bare scalp.

Each HocPerla turban is completed with a decorative headband, where narrow fabric bands and soft ribbons are entwined to create a sculpted, elegant expression. The construction makes the model easy to style, while offering a sophisticated look with minimal effort - a true favourite in the Boho collection.

### HocPerla



4108

### HOCPERLA · BOHO TURBAN SET / 3045

No Boho season without a fierce animal print – so here you have it!

A golden and glittery edition of the HocPerla turban – made for all the summer events and days where ‘fierce’ is all you need.

Made in the familiar shimmering fabric, this desert brown-grey, taupe base makes a beautiful base for the animal-printed chiffon headband. The addition of two glittery silver ribbons brings a lively summer spark to the darker tones, adding light, movement and a refined touch of glamour.

Together, the colours blend effortlessly with the season’s many warm, brown-shaded outfits and all the summer night events.

COLOUR 4108: TAUPE TIGER

Lining: Bamboo-viscose



4109

### HOCPERLA · BOHO TURBAN SET / 3045

Like a romantic garden this edition of the HocPerla will take your breath away. A design filled with so many lovely details and styling possibilities you would want to wear it always.

With its cream-coloured base, in the shiny, stretchy Boho material, this HocPerla edition is a wonderful choice for the bright summer days. And what a headband it comes with - made from a woven brocade fabric featuring a stunning garden flower print.

One side shows a soft cream base scattered with pink flowers and delicate green leaves and stalks. Flip it over and you'll find a fresh green base filled carrying the same elegant flower motifs.

Mixed with fine silver, pink and cream-coloured sateen ribbons you'll have two expressions in one headband - and a choice to switch between a gentle, romantic look and a more vibrant, nature inspired feel.

In all, a beautiful headpiece that radiates summer and romantic elegance.

COLOUR 4109: PASTEL BROCADE

Lining: Bamboo-viscose

## New In - Grab & Go Elegance



4112



4113

### HOCARIA · BOHO TURBAN / 3050

We know busy lives often requires simple and easy to wear turbans, but when you are a true bohemian, simple just doesn't do the trick. Less is just not more, with this lifestyle anyway. So how do you make an inspiring, extravagant and feminine model that fits this brief?

Well, first you choose a shimmering, softly stretchable fabric. Then you shape it with beautiful layers, placed exactly where gentle volume makes the biggest difference. You secure each fold with the finest little stitches, so the fabric drapes with grace, softness and intention - creating that effortlessly refined silhouette.

And when all the detailing fall into place, you name it Aria, HocAria, ét voila - a turban that feels and looks every bit the part.

The new and stunning Grab & Go model is all your customers need when time is precious and they do not want to compromise on beautifulness, glamour and comfort.

HocAria is available in a warm and stylish summer coral and a beautiful and wearable soft pink.

COLOUR 4112: PEARL BLUSH

COLOUR 4113: CORAL ROUGE

Lining: Bamboo-viscose

## When all You need is Fabouslessness

The versatile, 2in1, HocJuvela turban, is designed to offer both ease and expressive styling.

The model consists of a beautifully shaped turban base and a detachable, decorative headband giving the wearer the option to choose between a simple silhouette or a more detailed, glamorous look.

The base itself features a high, wide fabric section at the front and soft pleats at the mid-back, creating gentle volume and a flattering shape that can easily be worn on its own on days where simplicity feels right.

But with a headband like HocJuvela's, it's hard to resist the extra detail. The band is elegantly twisted and placed on the left side above the ear, forming a sculptural rosebud made from two long twisted ribbons. From the centre, delicate 15–17 cm ribbon snips fall softly, adding movement and feminine charm. A wide elastic detail at the back completes the design and offers yet another decorative point of interest.

This season, HocJuvela is available in two prints, and we advise you to stock up fast - this model is usually hard to keep for long in our warehouse.

### HocJuvela



4110

### HOCJUVELA · BOHO TURBAN SET / 3053

Although understated and soft at a first glance, this edition of the HocJuvela is one of the season's most glamorous pieces. Made from a woven, shimmering viscose-polyester blend, the turban carries a delicate glow that beautifully complements the subtle light and dark grey bamboo plant silhouettes placed neatly across the fabric.

The soft shine adds a touch of evening elegance, while the calm print keeps the expression refined and wearable for everyday moments.

COLOUR 4110: BAMBOO PEARL

Lining: Bamboo-viscose



4111

### HOCJUVELA · BOHO TURBAN SET / 3042

Like a desert wind carrying pockets of sunshine through deserted oases, this edition of the HocJuvela holds every colour imaginable. A lively, tribal blend of terracotta reds, cactus green and deep ocean blue that gives the turban a rich bohemian feel – warm, earthy and full of spirit.

The print adds a lively boost to the base, and when combined with the signature headband, the colours come together beautifully around the sculpted rosebud detail on the side. The result is a design that looks powerful yet easy to wear, simple to style, and, not least, a strong, vibrant choice for the summer season.

COLOUR 4111: SUNSET TRIBAL

Lining: Bamboo-viscose

## Welcome back Miss Ruby

HocRuby Skye



0783

### HOCRUBY SKYE · BOHO HAT / 3034

When something works really well you have to take a chance and do it again, right?

And so we have with this turban – we welcome back our beloved HocRuby Skye in the magical Missoni-vibe design.

This timeless and classic Grab & Go model is, with its soft bamboo-viscose lining, both light, airy and so comfortable to wear during the warm and sunny days. The fascinating wave design is made in blue and brown hues with the characteristic large and decorative silver-threaded stitches.

A summer model made for easy and comfy wear and use.

COLOUR 0783: ZIG-ZAG BLUES

Lining: Bamboo-viscose

## A little Golden Gem

Styling Ring



0800



4127

### STYLING RING / 3037

After many requests, the Styling Ring is finally available in a beautiful new gold edition.

Made from nickel-free metal, the ring works as a smart stabiliser and styling tool for all loose ribbons and scarves across the Boho, Christine and Viva collections. It's an easy way to add volume, shape and a more sophisticated expression to any turban.

For customers who prefer a simple bamboo or cotton base but still want the option to create personalised looks, the Styling Ring offers the perfect solution - holding loose ribbons securely in place while opening up countless styling possibilities.

Styling tips and demonstration videos can be found on our YouTube channel, making it simple for retailers and end-users to explore the many ways to be creative with their favourite turbans.

COLOUR 0800: SILVER

COLOUR 4127: GOLD

New Year



Mindful



Silent Touch

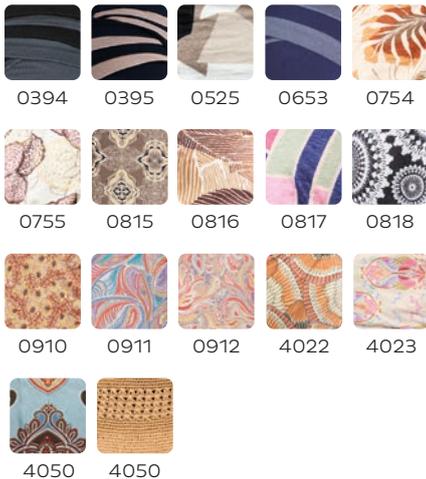


# STOCK MODELS – DON'T MISS OUT!

Add colour and variation to your headwear selection by mixing these oldies, but goodies, in with your new items. Remember the customer is new to headwear and to your shop range, so make the most of it and show them a good variety and colour selection.

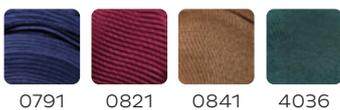
For full stocklist and a price list please contact your ellen wille sales representative.

## CHRISTINE HEADWEAR



- 1008 HocLotus Turban | 0910, 0911, 0912, 4022, 4023
- 1009 HocKarma Turban w. Headband | 4023
- 1245 HocLotus Turban | 0525, 0754, 0817, 0818
- 1331 HocShanti Turban | 0755, 4022
- 1417 HocShakti Turban | 0754, 0818
- 1418 HocShakti Turban | 0815, 0816, 4022, 4023
- 1419 HocBeatrice Turban w. Ribbons | 0815, 0816
- 1460 HocBeatrice Turban | 0817, 0818
- 1461 HocShanti Turban | 0394, 0395, 0653
- 1522 HocAmia Turban | 0817, 0818
- 1529 HocAmia Turban | 0814, 0815, 0816
- 1558 HocMilenaTurban | 4042
- 1570 HocYoga Turban | 0525
- 1583 HocSunna Straw Hat | 4050
- 2000 HocYoga Turban | 0910, 4022, 4023

## VIVA HEADWEAR



- 1527 HocLuna · V Turban | 0791, 0821
- 1571 HocElena · V Turban | 0841, 4036

## BOHO SPIRIT HEADWEAR



- 3026 HocSapphire · Boho Turban | 4026
- 3032 HocScarlett · Boho Turban Set | 0863, 0865
- 3036 HocSienna · Boho Turban Set | 0866, 0867
- 3040 HocAmber · Boho Turban Set | 0868, 0869, 0870, 0871, 0891, 0919
- 3051 HocRuby Skye · Boho Hat | 4027

## SS26 Colours and Names



0169 0171 0318 0320 0338 0383



0469 0769 0900 4024 4062 4076



4077 4078 4079 4080 4081 4090



4091 4092



4096 4097 4098 4099 4100 4101



4102 4103 4104



0783 4105 4106 4107 4108 4109



4110 4111 4112 4113 4114

### CHRISTINE HEADWEAR

- 0169 Grey Melange
- 0171 Light Lilac
- 0318 Dusty Brown
- 0320 Rose Melange
- 0338 Brown Green
- 0383 Dark Blue
- 0469 Light Blue Melange
- 0769 Steel Grey
- 0900 Rose Wine
- 4024 Protea Love
- 4062 Khaki Green
- 4076 Beige Snake
- 4077 Moroccan Romance
- 4078 Paisley Sweets
- 4079 Zigzag Vibes
- 4080 Tropical Blossoms
- 4081 Touch of Gold
- 4090 Wheat Beige w/Romance
- 4091 Paisley Love - Blue/Grey
- 4092 Funky Lace – Rose

### VIVA HEADWEAR

- 4096 Silver Charm
- 4097 Denim Flair
- 4098 Graphic Braids
- 4099 Patchwork Pastels
- 4100 Rib Sand
- 4101 Smoky Stripes
- 4102 Ivory n' Mix
- 4103 Soft Ivory Mix
- 4104 Desert Vibes

### BOHO SPIRIT HEADWEAR

- 0783 Zig-Zag Blues
- 4105 Sweet Caramel
- 4106 Floral Fusion
- 4107 Lime Garden
- 4108 Taupe Tiger
- 4109 Pastel Brocade
- 4110 Bamboo Pearl
- 4111 Sunset Tribal
- 4112 Pearl Blush
- 4113 Coral Rouge
- 4114 Moss Green

# House of Christine Updates & News



## MARKETING OVERVIEW

This year's marketing package is presented in the Marketing Overview Sheet - the overview provides a clear, at-a-glance reference for internal planning and for communicating the content to your retailers and trade partners.

There is no price sensitive info on the sheet, so you can safely forward it.

This seasons material:

- Catalogue
- Poster
- Lookbooks
- Moodboards for SS26
- Spring Booklet
- Brand Videos
- Product Packshots
- Product Styling Videos
- Product 360 Videos

## POSTER

Discover the perfect summer mood on the new HOC poster. With beautiful headwear and our lovely ladies on display, we're sure this marketing toll will inspire customers to enter the shops for a try-out.

PAGE 1: 1418-4079 HocShakti Turban

PAGE 2: House of Christine mix

Christine: 1570-4080 HocYoga Turban

Boho: 3026-4107 HocSapphire · Boho Turban

Viva: 1602-4102 HocZoya · V Turban





## CATALOGUE SS26

The spring-summer season begins in the quiet moments we allow ourselves, the pauses where we recharge, breathe a little deeper, and find the energy to meet everyday life with everything it brings.

Join us on a journey to the west coast of Denmark, where a small beach hotel became the backdrop for our Christine shoot. A peaceful place with soft light, sea air and seals drifting past the windows - a setting that invited calm and summer daydreams.

Our vibrant Isabel shows just how effortlessly cool summer turbans can be. Styled with her relaxed Copenhagen flip-flop vibe, a laid-back attitude and a sparkle in the eye she really is the perfect Viva-face and ambassador.

With our talented and favourite Boho-team on tow, we moved into romantic garden surroundings, full of colour, fragrance and quiet corners to rest your feet. With its bohemian touches and soft, feminine atmosphere, this place offered the ideal frame for our wearable Boho collection.

Enjoy the catalogue and our beautiful House of Christine collections - wherever your summer may take you.

We hope you'll find your own little peaceful spot... your personal summer horizon.

