



HOUSE of CHRISTINE



Christine Headwear



Viva Headwear

COLLECTION UPDATE  
AUTUMN/WINTER '21



Boho Spirit Headwear

Dear Distributor

Get into the Autumn/Winter mood with this overview of brand news, beautiful collections and seasonal headwear information.

Take it all in and get off to a good start on your AW21 sales season.

Enjoy!

## HOUSE OF CHRISTINE / A BRAND UMBRELLA

Thank you all for the warm welcome you've given our new brand platform, House of Christine.

The new identity has, as expected, already become part of the headwear group portfolio and has slowly started to establish a good and solid reputation on all markets.

Are you planning a local campaign, shop expression or making your own flyers and catalogues and not sure how to incorporate and profile the House of Christine brands? Then feel free to contact our marketing department for advice and guidelines on how to proceed.



## CATALOGUE – SPRING/SUMMER 2021

Stepping into a new season is both exciting and inspiring. The 2021 autumn months will properly have a great impact on us all. Hopefully this will be the season where we'll be allowed to move more freely and even travel across country borders again.

So, with all this in mind we've created a universe with special outdoor moments, trips to the cinema and stylish boheme inspiration for even the most classic and minimalistic women. With both paisley bamboo prints, horses and idyllic scenery Christine opens with a beautiful soft range of stylish and versatile headwear. On Boho the velvet Scarletts will add a magic touch to the autumn outfits and inspire to be brave and bold with both colour and stylings. Viva is a classy and top cool selection of everyday coloured turbans suitable to wear for all occasions – watch out for the new animal print, it's gonna be a seasonal favourite!

With all this and much more we can hardly wait to engage and dive into yet another season of fine and comfortable head covering – made with love and respect for the beautiful you...



## MEDIA BANK

The web site Media Bank is still under construction - we will inform you as soon as it's up and running again.

In the meantime, you can find all AW21 image and marketing material, as well as 2019 and 2020 material, in a Dropbox folder on the link below:

<https://www.dropbox.com/sh/53miqjq3eqy7w4o/AACY1yNbVhra13V-GH0dQqYa?dl=0>

Should you need older images or material please contact the marketing department;

Mia Nielsen [mn@theheadwearcompany.com](mailto:mn@theheadwearcompany.com)

**Image rights: 1/8/2021 - 1/8/2023**

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## VIDEO MATERIAL

### BRAND VIDEOS

Get into the autumn/winter spirit with the two new brand videos from Christine and Boho Spirit. You'll find them on the DropBox link below.

There are three videos in the folder: A MASTER for YouTube, a FB HEAD for your top header on Facebook and an INSTA layout - a square cropped version for Instagram.

Link to AW21: <https://www.dropbox.com/sh/ngel1wwhn5zuxye/AACsINeRK6zUsfw5OQrF2Lv7a?dl=0>

Use the videos on your own SoMe channels and remember to pass them to your retailers so they have the material at hand too.

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### VIDEO TUTORIALS & LIVE SESSIONS

The House of Christine YouTube channel is growing bigger and holds so many fantastic styling videos.

Use the videos during your sales training sessions and inform your reps that they are available. We hope it will inspire them to try the stylings themselves and use them when visiting customers. These are suitable for use on your SoMe channels and on websites and shops too.

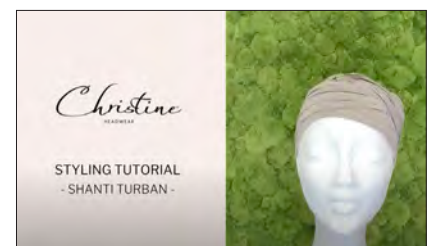
New AW21 styling videos will be made available with sweet Carina during the season. We'll add these to the folder below, so they are ready for the season launch.

Have you checked out our live session videos yet? Well, go have a look and see if you get a few new tricks and tips from these amazing customer/brand relation videos. We are live nearly every Wednesday at 11:00 on Facebook.

The styling videos can be found in the video folder on Dropbox below, should you wish to download them.

Link to DropBox: <https://www.dropbox.com/sh/ngel1wwhn5zuxye/AACsINeRK6zUsfw5OQrF2Lv7a?dl=0>

- BEHIND THE SCENE FUN -



## HOUSE OF CHRISTINE AMBASSADORS

During 2021 we've signed up with 2 House of Christine ambassadors: Birgitte from Denmark (Chronically ill with cancer) and Pamela (Alopecia Areata) from Italy. These lovely ladies are super motivated and eager to spread the word about our products by making various posts about styling, fabrics and so on. Our followers loves their posts and we see a great value in local engagement from both countries.

You are most welcome to share their posts, but please do remember always to tag them when doing so.

We are on the lookout for more ambassadors and hope, in time, to find one from each represented House of Christine country. So please, if you have any suggestions to a possible ambassador in your country, please do not hesitate to contact us to discuss this further.



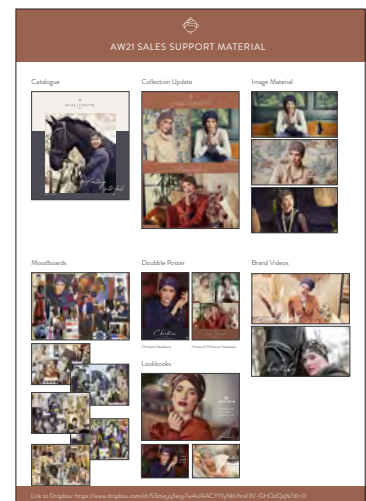
## VISUAL MARKETING MATERIAL

Did you make use of the Sales Material Overview last season? Well, it's a great tool, so we hope you'll use it this season.

The overview gives your sales reps and retailers a good insight in the free material available from us. Print it out and use it at your sales meetings and when visiting your customers. It's a good 'card' to leave with them and a good reason to call back during the season to see if they need something from the list – and maybe a bit of headwear ;)

This season's overview/package contains the following:

- Catalogue
- Poster
- Image package
- Mood boards for Christine, Viva & Boho
- Collection Update
- Brand Videos



Remember to check the marketing price list as well. Here you'll find an overview of all the fantastic, additional point of sale material available from House of Christine.

## POSTERS

A printed double-side poster is available for you this season.

PAGE 1: Lotus Turban - Printed / 1008-0720

PAGE 2: House of Christine mix

Christine: Tula Turban / 1445-0721

Boho: Scarlett Turban / 3025-0747

Viva: Marie · V Beret – Denim / 1472-0662

Should you need further poster material on additional styles we are happy to help you with a layout and a print file. Contact Mia from marketing via email [mn@theheadwearcompany.com](mailto:mn@theheadwearcompany.com) for more information.



## MOOD BOARDS

The all-important mood boards are ready to download from the Dropbox folder too. Use this fantastic tool during sales meetings, customer visits etc. The boards will give your sales reps and customers an idea of the trends and tendencies and prepare them for the coming collection and season.

This season we've taken extra pictures and made an amazing sales tool for you. With this material you and your sales reps can easily sit down with your customers and present the various universe and collection layouts. And further visualize both the sales possibilities and styling ideas at the same time.

We urge you to make use of this new and creative idea and are looking forward to your positive feedback on this valuable sales tool.

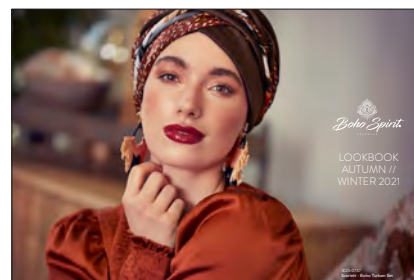


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## LOOKBOOKS

Another important visual tool is the lookbooks made on both Christine, Boho and Viva. Use these to show your customers the uncropped images and let them get into the Autumn/Winter feeling with the wonderful and very different atmospheres we've created on the three female brands.

The lookbooks are available to download from your AW21 DropBox folder.





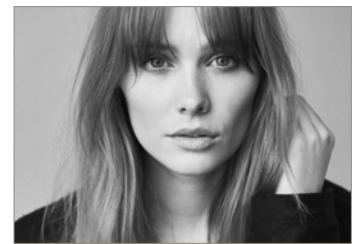
## AW21 COLLECTION: CHRISTINE HEADWEAR

Christine offers a stunning collection of soft, breathable, and fashionable headwear in a true Autumn/Winter colour scheme. A mix of all your favourite models interpreted in a stylish yet relaxed and natural environment.

### MEET THIS SEASONS CHRISTINE MODEL

Say hello to Caroline, this season Christine Headwear model.

Caroline is a fresh and beautiful addition to the Autumn/Winter collection and catalogue and now also Mr. Gonzos (the horse) best friend.



## CARETECH® BAMBOO PRINTS

### ARTISTIC AUTUMN / 0720

The Artistic Autumn print is a commercial yet inspiring Autumn print. With its classic blue base colour and the bright pink/orange Chrysanthemums, this series will brighten up the season. The print is a mix of colored flower images and hand drawn, graphic flower silhouettes with a purple flower-core.

This wonderful series is available in 3 different models:

1008 / LOTUS TURBAN – PRINTED

1418 / SHAKTI TURBAN – PRINTED

2000 / YOGA TURBAN – PRINTED

**STYLING INFO & TIPS:** Shakti turban, in this series, is made with a solid colour (0255) on the one side. Use this to create a contrast to the printed turban. Remember, the headband can easily be styled in a bun, a bow or ponytail by using the small holes at the back. For alternative looks try styling the turbans in a V-shape like shown in the catalogue on page 14. It's easy to do by just tucking the fabric, on the one side, up under the turban.

### LOTUS



0720

## GRAPHIC PEARL / 0721

Autumn calls for brown shades and this season is no exception. You'll find all tones of brown on the high street during the autumn/winter months, so of course we bring you a beautiful turban version in brown too.

This simple yet stylish design will suit so many wardrobe items and give a beautiful glow to the late summer skin tones. Graphic Pearl has a chocolate brown base decorated with a systematic graphic print. But if you look closely, you'll see the print is built up by off-white pearls on a string – simply stunning!

3 models are available in this series:

1418 / SHAKTI TURBAN – PRINTED

1445 / TULA TURBAN – PRINTED

2000 / YOGA TURBAN – PRINTED

**STYLING INFO & TIPS:** In the catalogue the Shakti Turban is styled with a bun at the back. Try twisting the bun to the front and perhaps adding one of the big popular scrunchies for further volume, it's a great way to add a personal touch to a turban. Did you know the Tula turban can be styled using the ponytails at the front? Try and smooth the ponytail out, so the layers are neatly placed and tuck them in under the edge of the turban. It will look just fabulous and very French-chic.

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## AUTUMN ILLUSIONS / 0722

With Autumn Illusions you get a unique, hand drawn design so fine that you'll sense a 3-D effect when looking at it. The camel and blue colored fans, decorating the turbans, are a beautiful combination providing a sophisticated look to the turban series.

You'll find 4 models in this series:

1331 / SHANTI TURBAN W. PRINT

1418 / SHAKTI TURBAN – PRINTED

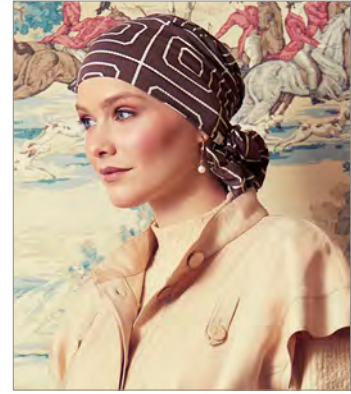
1419 / BEATRICE TURBAN – PRINTED

2000 / YOGA TURBAN – PRINTED

**STYLING INFO & TIPS:** The Shakti turban headband comes with a solid blue colour on the one side – a nice effect to the print when slightly twisted on the one side.

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SHAKTI



0721

SHAKTI



0722



0741

## MODERN PAISLEY / 0724

The colourful paisley print forms the biggest series of the season and we are positive it will be an absolute bestseller!

The rather naive paisley print, on the black base, is slightly different to the paisleys we've previously made for you. But the stunning colours and large objects forms a perfect result.

With its deep red colours, pale purple, and cream tones, it such a commercial and lovable print.

The series consists of 5 beautiful models, including Lotus on the front page:

1008 / LOTUS TURBAN – PRINTED

1012 / MANTRA SCARF – LONG PRINTED

1331 / SHANTI TURBAN W. PRINT

1418 / SHAKTI TURBAN – PRINTED

2000 / YOGA TURBAN – PRINTED

**STYLING INFO & TIPS:** The headband on Shakti Turban is printed black on the one side. The band will give the turban a calmer look, if you smooth it out over the front of the turban. Did you see the Mantra Scarf is on the list? The long ribbons on this model offers so many styling possibilities. Try and place a purple Chitta headband or a red Boho ribbon over the turban base and lead the ribbons over it, finishing it off with a nice knot on the one side. It's a stunning look and a great way to make use of all the colours in the paisley print.

## YOGA



0724

## SHAKTI TURBAN / 1507

There's a new Shakti style no. on the list now – a solid coloured one that is. Shakti is becoming increasingly popular, so we've listened to your requests and added a two-coloured Shakti this season. The blue colour is similar to the one used in the Autumn Illusions print mixed with colour 0167 from the Soft Line colour chart.

COLOUR 0739: SEA GREEN

## SHAKTI



0739

## TULA TURBAN / 1366

Tula turban is a real autumn favourite. The many details on this model and the sophisticated look makes it perfect for all the Autumn/Winter glam.

A new picture is available on the blue melange colour (0391).

COLOUR 0167: BROWN

COLOUR 0171: LIGHT LILAC

COLOUR 0320: ROSE MELANGE

COLOUR 0384: RED BUD

COLOUR 0391: BLUE MELANGE

## TULA



0391

## NADI TURBAN / 1398

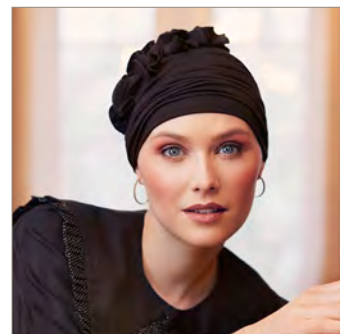
For those days where you can't get enough of volume the Nadi turban is a perfect match. With its small hand-sewn flowers, attached to the soft bamboo base, it's the perfect party statement. And, for days where the outfit needs an extra twist – this is your turban.

You'll find a new picture of colour 0211 on page 16 in the catalogue and on Dropbox.

COLOUR 0211: BLACK

COLOUR 0384: RED BUD

NADI



0211

## SHANTI TURBAN / 1461

This turban is the ultimate 'grab and go' turban. Sophisticated, easy to style and always a good choice.

There's a new beautiful and stylish picture available on page 17 in the catalogue and on Dropbox for you.

COLOUR 0394: BLUE/BLACK

COLOUR:0395: BLACK/BROWN

COLOUR 0653: DARK BLUE/LIGHT LILAC

COLOUR 0654: BLACK/GREY MELANGE/IVORY

COLOUR 0712: NIGHT BLUE/DARK SAND

SHANTI



0654

## CARETECH® SUPIMA COTTON

### ZURI TURBAN / 1484

This turban is the perfect model for women wanting a comfortable, yet stylish turban but don't want the hassle of styling and using ribbons. Zuri is the elegant choice and a great turban for a first time turbanista too.

A new image of colour 0655 is available on Dropbox.

COLOUR 0655: BLACK IRIS

COLOUR 0656: WILD DOVE

COLOUR 0657: BLACK

COLOUR 0725: LIPSTICK RED

**STYLING INFO & TIPS:** Even though Zuri has a fixed bun at the one side, it is still possible to wear it in different ways. Try moving the bun around so it comes to the front or the back, it will look just as good as the intended styling. Try also to add a scrunchie to this model, it will add a bit of fun and uniqueness to the look.

ZURI



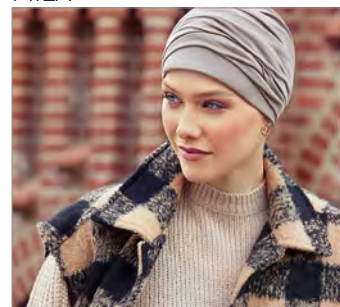
0655

### MILA TURBAN / 1438

The popular Mila turban is already a darling to so many women. The simple yet smart turban offers several styling options and has, with the small brim at the front, that little extra touch of niceness.

We've taken a new picture of the classic colour 0656 – it's available on Dropbox too.

MILA



0656

COLOUR 0655: BLACK IRIS  
COLOUR 0656: WILD DOVE  
COLOUR 0657: BLACK  
COLOUR 0725: LIPSTICK RED

**STYLING INFO & TIPS:** Mila has some of the same features as Shakti so remember to highlight the versatility of this model. Because the fabric is slightly thicker than bamboo, wearing the decoration at the back, when using the headband, will add more volume and look very stylish. You'll find several videos of Mila on YouTube and in the video folder on Dropbox.

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## BODY BALANCE LINE / 37.5® TECHNOLOGY

In the catalogue you'll see only two models in the B.B. series now. The reason for this is, as you know already, that we've moved Bea to the Night Wear category.

The 37.5® models are very popular and worth highlighting to your customers. The unique fabric is a gift to the many women struggling with cold and heat spurs from chemotherapy and even menopause related temperature swings.

Bea is still a great everyday option for the women seeking a basic look with a little twist.

1241 / B.B. BEA TURBAN  
1291 / B.B. BEATRICE TURBAN W. RIBBONS  
1293 / B.B. BECCA TURBAN

COLOUR 0244: RASPBERRY RED  
COLOUR 0318: DUSTY BROWN  
COLOUR 0383: DARK BLUE  
COLOUR 0590: BLACK

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## CHRISTINE HEADWEAR ACCESSORY LINE

The accessory line is growing and taking up quite a lot of space in the catalogue now and not without reason. We've added new and very useful styles to the category this season and recommend that you highlight these to your customers, so they too get to see the value in these small yet important pieces.

### B.B. BEA TURBAN & NIGHT CAP / 1241

The remarkable 37.5® model is our latest edition to the Night Wear category. The unique fibres make this turban the perfect night wear solution as it helps maintain a temperature of 37,5® Celsius when hot or cold. The turban has no irritating seams and as the visible layers are flat, they will not cause any irritation when lying down either.

Leisure wear and night wear is still at the top of the 'stay-at-home' fashion list, so make sure to highlight this and the Bea features to your sales reps.

We've taken two new images of the Bea turban with the model dressed in pyjamas. They are perfect for campaigns and we hope you've made use of these and the material sent to you already by the sales department.

COLOUR 0244: RASPBERRY RED  
COLOUR 0318: DUSTY BROWN  
COLOUR 0383: DARK BLUE  
COLOUR 0590: BLACK

B.B. BECCA



0590

B.B. BEA



0318

## WAVE SWIM CAP / 1033

Swimming is for both summer and winter, so we've added the stylish and popular Wave cap to the access category too. The cap is perfect for both in- and outdoor swimming and of course needs to be a part of the catalogue all year round.

COLOUR 0321: BLACK  
COLOUR 0330: RED  
COLOUR 0331: BLUE GREY  
COLOUR 0383: DARK BLUE

### WAVE



0383

## HAIR GRIP – SET / 1498

When new hair starts to grow after a chemotherapy session or when there's a need to cover bald spots, headwear and wigs can become a bit slippery to wear. The new Hair Grip set will help keep the hair covering in place so the user can feel more secure and relaxed about the covering moving around.

The grips have adhesive tape on the one side, durable enough to be washed. The other side is made up of small Velcro looking grips that gently blends in with the hair and thereby secures the chosen covering.

A small yet important accessory that will make a big difference to both Alopecia and cancer customers.

COLOUR 0719: LIGHT TAN

### HAIR GRIP



0719

## CHRISTINE HEADWEAR FACE MASK

Although we desperately want to get rid of the face mask, there seems to be a long way still. So, remember to stock up on the soft, breathable, and reusable medical masks from Christine.

In Denmark alone we use over 3 million disposable face mask a day – 3 million! And that comes from a population of only 5 million people. We can't even begin to imagine what the figure is in Germany, US and so on. We can all make a difference by wearing a reusable face mask, like the one from Christine. The mask is tested by Eurofins in France and lives up to all the Medical Standards appointed by this accredited test lab.

### 7 FACTS ABOUT OUR FACE MASK:

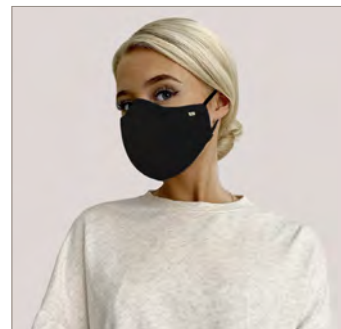
1. Bacterial Filtration Efficiency of  $\geq 95\%$
2. Type 1 medical face mask
3. CE registered – MDR 2017/745
4. Standard 100 by Oeko-Tex, Class I certified
5. Tested according to the medical standard EN14683:2019+AC:2019 by the accredited test lab Eurofins.
6. Reusable mask with water repellent exterior, adjustable ear loops and nose clip
7. Can be washed up to 30 times at 60 degrees and tumble dried

Contact the sales department for further information on this fantastic mask solution.

The masks are available in M & L and 3 different colours:

COLOUR 0714: WHITE  
COLOUR 0715: DARK GREY  
COLOUR 0751: BLACK

### FACE MASK



0751

## ACCESSORY LIST:

1007: NOULI WIGLINER W. ALOE VERA (0248, 0249, 0396)  
1033: WAVE SWIM CAP (0321, 0330, 0331, 0383)  
1034: CAPELLA NIGHT CAP (0266)  
1189: CHANDRA NIGHT CAP (0253, 0391)  
1220: CHRISTINE SOFT LIFT HAT – 37.5° (0628)  
1241: B.B. BEA TURBAN (0244, 0318, 0383, 0590)  
1448: B.B. BELINDA WIGLINER – 37.5° (0628)  
1450: CHRISTINE TOP – 37.5° (0628 / SIZE: S, M, L, XL)  
1498: HAIR GRIP – SET (0719)  
1500: CHRISTINE HEADWEAR FACE MASK (0714, 0715, 0751 / SIZE: M, L)

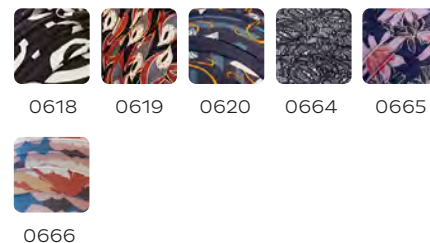
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## PREVIOUS SEASON STOCK MODELS

Some of last year's favourites are still in stock. These are only available while stock lasts, so stock up while you can.

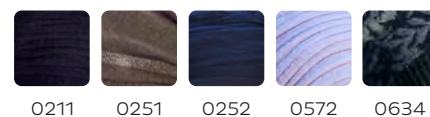
### PRINTS:

COLOUR 0618: CLASSIC BOWS (1008, 1010)  
COLOUR 0619: PEACOCK FEATHERS (1010, 2000)  
COLOUR 0620: WINDING FLOWERS (1010)  
COLOUR 0664: ROCOCO LACE (1418, 1445, 2000)  
COLOUR 0665: FLOWERING BLUES (1418, 2000)  
COLOUR 0666: AUTUMN CHERRIES (1008)



### KNIT WEAR:

EIRA HAT – KNITTED / COLOUR: 0634  
CRYSTAL HAT – KNITTED / COLOUR: 0252  
NEVE BENIE HAT – KNITTED / COLOUR: 0251  
HIVER HAT – KNITTED / COLOUR: 0211, 0572





## AW21 COLLECTION: VIVA HEADWEAR

Step into the Autumn months with stylish and modern turbans from VIVA – our star of simplicity with a fashionable twist. With details such as glitter, denim and animal print VIVA will add both style and coolness to the headwear market this season.

### BLACK IS THE NEW BLACK

#### EMMY · V TURBAN // 1511-0757

Black never goes out of style, so here we bring you the equivalent to the 'little black dress': The Emmy Turban. A two-piece set with a base turban and loose headband that gives the customer a great opportunity to mix with both wigs and existing turbans.

The fabric is a stylish mix of a soft base with added pattern, constructed of an extra layer of fabric. The loose headband has the same front as the base and a reverted look on the other side.

A stylish and simple set suitable for both a party outfit and an everyday relaxed look.

**Lining:** Cotton-viscose

COLOUR 0757: BLACK MATTE 'N' SHINY

**STYLING INFO & TIPS:** The base turban is just as beautiful on its own as with the headband and is the perfect 'grab & go' solution. The baggy model adds a cool street look to any outfit and is, with its soft cotton-viscose lining, super comfy to wear. Add the headband to the bamboo turbans, perhaps the paisley one from Christine and mix it with wigs too. A 2 in 1 set is a great first time buy and will give the customer a good value for money feeling.

#### EMMY



0757

### NELLY – WE LOVE YOUR STYLE

#### NELLY · V TURBAN // 1512-0749

Blue is always a good idea so here you have the Nelly turban in a soft and shiny version – perfect for when one needs to add a bit of glitter to a rainy Autumn day. The baggy and sporty model is at its finest with a blue melange base, subtle black stripes and shimmery, silver glitter effect.

**Lining:** Bamboo-viscose

COLOUR 0749: BLUE W. SILVER

#### NELLY



0749

## NELLY · V TURBAN // 1470-0674

Simple beauty just always wins. Last season's Nelly in this modern quilted material is still very much a favourite. The model has a slight baggy look to it and will, with the stitching details on the side that lifts the fabric slightly, add great volume around the head.

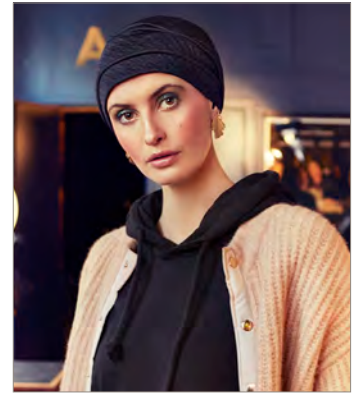
**Lining:** Bamboo-viscose

There's a new image on Drobox of colour 0674. The style is available in two classic must-have colours:

COLOUR 0673: BRAIDED GREY MELANGE

COLOUR 0674: BRAIDED BLUE/BLACK

NELLY



0674

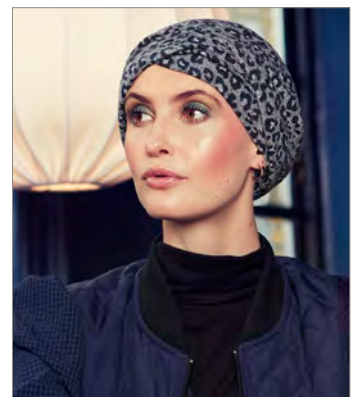
## NELLY · V TURBAN // 1509-0743

Sporty, fashion and comfort in one – what more does one need? This top modern turban, in a combi of grey and black animal print, is this season's must-have turban from Viva. The viscose mix is so soft to the touch and combined with a bamboo-viscose lining this really is the ultimate comfy-turban model.

**Lining:** Bamboo-viscose

COLOUR 0743: COSY LEOPARD

NELLY



0743

## ANY COLOUR WILL DO

### LUNA · V TURBAN // 1513-0759

Luna proved, like we anticipated, to be your absolute favourite during spring/summer. So of course, you get a chance to sell an Autumn/Winter version too.

The turban is so versatile and vibrant and makes the perfect confidence headwear-statement for the woman wearing it. It is constructed like the Boho Scarlett turban with a slightly baggy effect and small stitched assemblies at the front. This gives a layered effect around the back of the head, which leads to the perfect amount of volume.

You'll find the turban has slightly more fabric than the SS21 version, which means it's a lot easier to bring forward the colour the customer prefers to wear against the face.

**Lining:** Bamboo-viscose

COLOUR 0759: WARM BLOCK COLOURS

LUNA



0759

**STYLING INFO & TIPS:** By pinching the fabric at the front and leading it forward gently, Luna will get a tighter fitting and look. The fabric is movable, so if you prefer the lilac or the blue to be the first colour against the forehead, just lead the fabric forward or layer it to get the preferred colour.

## BRING ON THE DENIM

### ZOYA · V TURBAN – DENIM // 1463-0662

The stylish and popular denim Zoya Turban is still in stock. The turban is a great model for the customers seeking an easy, comfortable yet smart solution, as Zoya doesn't require any styling once fitted.

You'll find a stunning new image of the Zoya Turban in the catalogue and on Dropbox.

**STYLING INFO & TIPS:** Zoya is the perfect model for styling with both ribbons and even the Chitta headband. Try twisting the Chitta headband around the Zoya Headband and create a bun on the one side. Or place it under the semi-attached headband for extra volume and a contrast effect.

COLOUR 0662: STRETCHY BLUE DENIM

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ZOYA



0662

### EMMY · V TURBAN – DENIM // 1464-0662

The sporty and classy denim turban with a loose headband is still a part of the Viva collection. Denim continues to be extremely popular and with the two-coloured headband it's easy to create stylish and varied looks.

**STYLING INFO & TIPS:** The loose headband is great for styling with wigs and other headwear models as for ex. the Laura turban, the colourful Emmy turbans and the Boho base turbans too.

COLOUR 0662: STRETCHY BLUE DENIM

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EMMY



0662

### MARIE · V BERET – DENIM // 1472-0662

This super chic and modern beret is a must-have during the Autumn months. Perhaps even the seasons answer to the popular summer bucket hat? The light denim fabric is super soft to wear and the band, forming the beret-base, is both elastic and comfy against a sensitive scalp.

Two new images are available of the Marie beret on Dropbox. One of the images is used on the AW21 poster.

**STYLING INFO & TIPS:** Use the beret with a Laura turban for contrast and a new and more outdoor look. Try styling the beret with a Boho ribbon underneath and let the long snips come down the one side in a bow or a knot, this will add even more 'French' to the look.

COLOUR 0662: STRETCHY BLUE DENIM

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MARIE



0662

## WHEN LIFE GIVES YOU LEMON YELLOW – WEAR IT!

### ROSA · V TURBAN – PRINTED // 1471-0677

Rosa turban was a great success last season. The turban is a great 'grab and go' turban and can, without a fuss look both stylish, sporty, and sophisticated. It all depends on the outfit worn with it. The triangular finish on this turban gives it a young and stylish look and the fresh colours a great supplement to the darker Autumn/Winter outfits.

COLOUR 0677: TWIRLS & SPLASHES

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### EMMY · V TURBAN – PRINTED // 1481-0680

The printed Emmy is the perfect colour twist to the Viva AW collection. The vibrant headband can easily be worn with the other more basic looking turbans like Nelly and the beautiful Emmy in black. The Emmy turban really is Viva's answer to the Boho Mix & Match universe.

COLOUR 0680: TWIRLS & SPLASHES W. DUSTY BLACK

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## PRETTY ROSA

### ROSA · V TURBAN // 1482-0686

The lovely Rosa, with its fine fashionable look, is also available in a light and classy rib quality. The rib fabric is very stretchable, which provides a nice and comfortable fitting, and the V-shape front gives the basic look just the right kind of twist.

COLOUR 0686: GREY MELANGE

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## COOL IN KNITTED HATS

For that cool street look a knitted hat is a must! The Viva knitted models are a fashionable choice and a comfy one too.

Our very own Carina is showing the Mille hat here – it's her Autumn 'go-to' favorite.

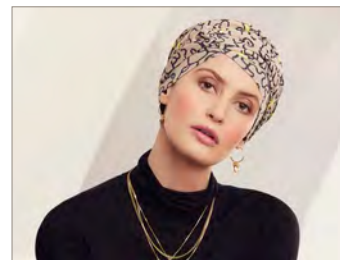
**STYLING INFO & TIPS:** Use the hats with the Laura turban underneath for variation and a warmer and more wintery look. Or add the leopard print under the blue one for a smart and young look.

1376: MILLE · V KNITTED HAT (0573, 0574)

1377: EBBA · V KNITTED HAT (0575)

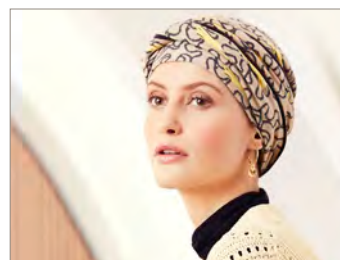
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### ROSA



0677

### EMMY



0680

### ROSA



0686

### EBBA & MILLE



0575



0573



## AW21 COLLECTION: BOHO SPIRIT HEADWEAR

Autumn/winter will become a prettier season with the stunning Boho Spirit collection on the streets. This eclectic range of voluminous turbans manages yet again to add both class, warmth, and personality to the coming headwear season.

### WARM & WONDERFUL SCARLETT

The Scarlett universe is a wonderful one this season. It's filled with warm autumn colours, sophisticated classics, and stylish fabrics. Scarlett is a favourite, to us to you and to all the Friends of Christine. Stock up this season they are going to fight for #1 on the hit list.

#### SCARLETT – BOHO TURBAN SET // 3025-0746

This turban set from Boho Spirit is the essence of a beautiful bohème look!

The soft velour base has a hint of a corduroy look with a soft silver shimmer thread. The 'wild', click-on, satin headband is made in a copper-coloured zebra print with added strings in a mix of brown velour and satin, a green/black print, and a brown leopard with silver glitter spots.

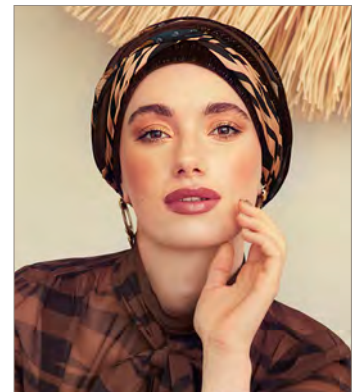
A stunning combination of true autumn forest colours in fashionable prints and soft materials.

**Lining:** Cotton-viscose

**STYLING INFO & TIPS:** Give the turban a small turn-up to achieve a contrast look and a tighter fit. The black lining will be a classy match to the black and copper printed headband.

COLOUR 0746: SHINY BROWN & ANIMAL MIX

#### SCARLETT



0746

#### SCARLETT – BOHO TURBAN SET // 3025-0747

A beautiful must-have Boho turban – it's as simple as that! This is an explosion of warm, chocolatey colours so gorgeous it will become a headwear wardrobe essential.

The warm brown turban base is a thick, almost 70'ties inspired, fabric with a subtle shimmer to it. It's paired with a silk-like burgundy headband mixed with brown velour and printed strings in a combination of perfectly mixed fabrics.

**Lining:** Cotton-viscose

#### SCARLETT



0747

**STYLING INFO & TIPS:** The 'Mix & Match' phrase is becoming increasingly popular. Our users love the concept and the possibilities this provides. With only a Scarlett turban set and a ribbon, the user can mix the three pieces in so many ways, that it's possible to achieve a new look every day. There's a great value in this for the user, but it still makes them come back after more items to build up their headwear wardrobe.

COLOUR 0747: STRUCTURED BROWN W. MIX

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## SCARLETT – BOHO TURBAN SET – PRINTED // 3031-0745

This elegant version of Scarlett is such a classy Autumn/Winter piece suitable for both parties and everyday use.

The soft black & white, graphical forest print has a thick, black satin headband mixed with strings in glittery silver, dark brown velour leopard print, black satin, and the printed base fabric.

**Lining:** Bamboo-viscose

COLOUR 0745: FLORAL WOODS & SHINY MIX

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### SCARLETT



0745

## SOPHISTICATED SAPPHIRE

### SAPPHIRE – BOHO TURBAN – PRINTED // 3026-0738

A classy yet versatile print suitable to mix with both Scarlett headbands and Sapphire ribbons. This fantastic and fashionable print, with graphical yet naïve forest trees, will suit all Autumn moods, as black & white for sure never will go out of style.

The turban base carries the same print as the Scarlett turban (3031-0745). The model has a beautiful fit and provides, with its semi attached headband, the perfect volume. The turban has small layers, which gives it a slight visual lift when looking in the mirror. It has a bit of excess fabric too, which creates a nice, rounded effect at the back of the head.

Use the click-on system for both ribbons and headbands and let your imagination run wild – there really is no right or wrong with the Boho models. Every styling is unique, so it's just a matter of giving it a try.

**Lining:** Cotton-viscose

COLOUR 0738: FLORAL WOODS

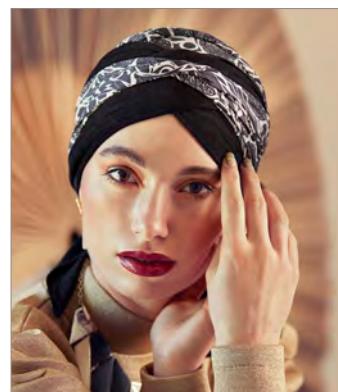
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### SAPPHIRE



0738

### SAPPHIRE & RIBBON



0738



0760

## MIX & MATCH – IT'S SO MUCH FUN

The Boho 'Mix & Match' concept really has taken off and our users love how the turbans can be made into so many different stylings. It makes wearing headwear both fun and a bit less serious. A lot of women just want to blend in yet still make this new part of their life both personal and unique.

**STYLING INFO & TIPS:** On this picture we've placed the middle of the ribbon behind the head and crossed the snips at the front to make the V-shape. The two ends are then tied at the back, so the snips are hanging loose down the neck and the headband is laid, carefully, up over the ribbons. A simple but extremely elegant styling.

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## THE ALL IMPORTANT ACCESSORY

SAPPHIRE – BOHO RIBBON // 3033

Add extra detail, volume, and fun to the Boho turbans with this season's ribbon.

The fabric is similar to the cream ribbon on SS21 – thick, elastic in a silk-like finish with a tiny shimmer effect.

COLOUR 0760: BLACK

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## BOHO SPIRIT STOCK MODELS

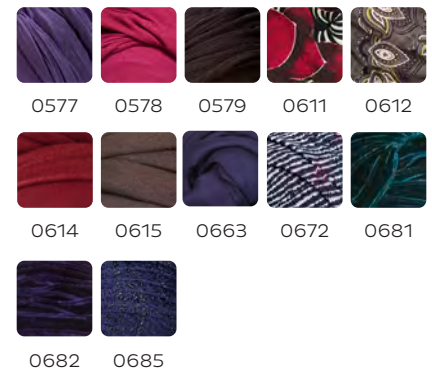
Boho is selling like hot cakes, so make sure to stock up in order to be able to meet the customers demands for these amazing and vibrant models and colours.

- 3028: PANDORA – BOHO CAP (0685) // *NEW IMAGE*
- 3023: RUBY SKYE – BOHO HAT (0672) // *NEW IMAGE*
- 3001: SAPPHIRE – BOHO TURBAN SET (0577, 0578, 0579) // *NEW IMAGE*
- 3024: PEARL – BOHO TURBAN – VELOUR (0681, 0682)
- 3015: SAPPHIRE – BOHO TURBAN SET (0614, 0615, 0663)
- 3016: SAPPHIRE BOHO RIBBON – PRINTED (0611)
- 3017: SAPPHIRE BOHO RIBBON – PRINTED (0612)
- 3018: SAPPHIRE BOHO RIBBON (0614, 0615, 0663)

SAPPHIRE – RIBBON



0760





## AW21 COLLECTION: HOUSE OF CHRISTINE EXPRESS

We are extremely proud to present the new House of Christine Express concept to you!

We've been working on this idea for a long time and are positive, that these 'in-season' styles will give both your sales a boost and add a spark to a mid-season sales period.

The Autumn/Winter Express collection consists of 4 models: 2 on Christine, 1 on Boho and 1 on Viva. The models will be launched from September to November with limited stock available.

The models will be presented to you when Tine introduces the collection and when you receive a 'news' mail from the sales department.

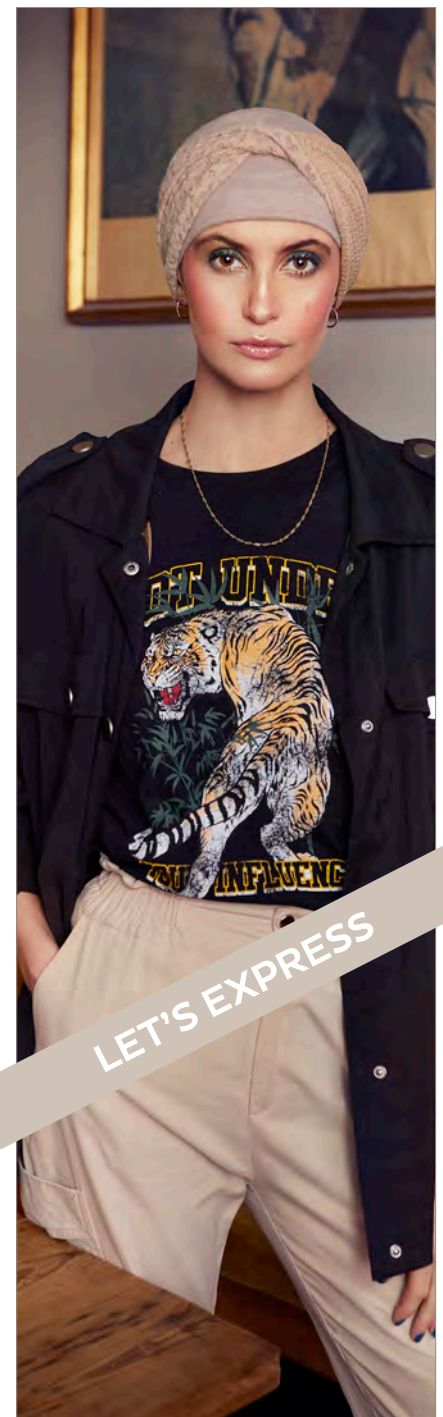
The following sales and campaign material will be sent to you and added to your AW21 Dropbox folder:

- 1) Campaign overview incl. price information
- 2) Image pictures
- 3) Campaign sheet (like on Bea turban)

Use this extensive sales material to tease and sell the campaign to your retailers, and wholesalers.

Approximately one month before the launch you'll get the following sales material:

- 1) Instagram / Facebook post material
- 2) Styling videos
- 3) Resend of campaign sheet (Like on Bea Turban)



## LAUNCH #1:

### 1. SEPTEMBER 2021 // CHRISTINE HEADWEAR

#### GUNA TURBAN / 1515-0369

Guna turban is the perfect turban for those seeking a stylish and voluminous headwear solution. The turban requires no styling once it's put on, it really is a matter of 'grab' and 'go'!

The turban base is made in a soft dark blue colour and is the perfect match to the many tone-in-tone colours in the headband. The band is a mix of navy blue and lavender chiffon and thin stings in print col. 0720.

The unique Guna turban is the perfect Autumn model and adds both sophistication to a glam outfit and a fashionable statement to the everyday jeans and soft knitted sweaters.

COLOUR 0369: NIGHT BLUE

GUNA



0369

## LAUNCH #2:

### 1. OCTOBER 2021 // BOHO SPIRIT HEADWEAR

#### INES SCARF / 3030-0744

The Ines scarf from Boho is a brand-new model and it's going to be a big hit!

This new construction combines a comfortable turban base and two lovely ribbons, which will give the user endless styling possibilities. The scarf is made in a soft, corduroy looking velour in a mix of grey shades with a hint of silver glitter.

**Lining:** Bamboo-viscose

**STYLING INFO & TIPS:** With a comfortable base turban that sits neat and smooth over the head, the model adds something new to the Boho collection. At the back the base has two long attached ribbons, one is approx. 55 cm. long and the other 95 cm long. On the short ribbon we've added 1 click-on button and the other one, two. The long ribbon must be led forward and around the turban, in under #2 and then up to the front again. Here it is possible to secure the ribbon by using one of the click buttons. Ribbon #2 must be led forward too and secured using click-on button #2. Finish it off by tying the two ribbon-snips on the one side and voila – one amazing looking turban.

COLOUR 0744: SOPHISTICATED GREY

INES



0744

**LAUNCH #3:**  
**15 October 2021 // VIVA HEADWEAR**

EMMY TURBAN / 1517-0761

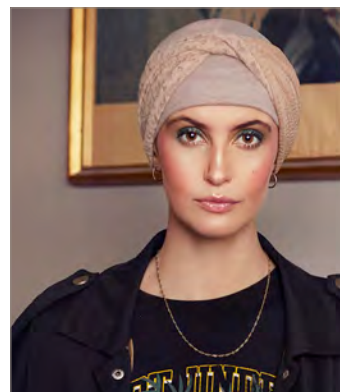
The Viva express model is based on the popular Emmy turban with a loose headband. The baggy base is made in a thick yet soft knitted fabric in a classic beige colour. The loose headband has a wave looking structure on the one side and a sweet, yet raw lace fabric on the other side. The lace is made up by little hearts and is a perfect combi to the classic back side.

**Lining:** Cotton-viscose

**STYLING INFO & TIPS:** Emmy is Viva's answer to the Mix & Match category on Boho. It might not have the clever click-on system, but the loose headband adds so many styling possibilities to the Viva collection. Use the headband with the black Nelly turban, the denim models and with wigs as a smart accessory. The base model is fine to use on its own too and will, without the band, add coolness to any outfit.

COLOUR 0761: TAUPE & HEARTS

EMMY



0761

**LAUNCH #4:**  
**1 November 2021 // CHRISTINE HEADWEAR**

NAVA TURBAN / 1508-0657

If there was ever a party style pretty enough to wear with your finest outfit – this is the one! Wauw! We are so excited to launch this amazing model to you and are positive it will become a favourite in no time.

The soft Caretech® Supima Cotton turban base has a smooth and comfortable fit and is perfect for use under headbands and the knitted Autumn hats too.

'The' as in 'THE' headband of the year is this one on the Nava turban – it is STUNNING! The band has the perfect width and can therefore be used with pretty much any turban, wig or natural hair. The construction of the unique decoration is made by our very own Tine and Charlotte and the beautiful result speaks for itself.

This will for sure be the Christmas & New Year party 'go-to' turban!

**STYLING INFO & TIPS:** Use the 2-piece turban as a set or mix them with both Boho and Viva turbans for variety. The band is the perfect accessory to both Nelly, Emmy, Laura, Sapphire and the many Soft Line turbans.

COLOUR 0657: BLACK

NAVA



0657