



THE
ALEXANDER
COUTURE COLLECTION

2025 EDITION



WHERE VISION BECOMES WEARABLE ART

In the world of hair artistry, there is a fine line between precision and expression—and this year's Alexander Couture Collection walks it beautifully. Designed with the hands and vision of international stylist Alexander Turnbull, the 2025 collection is a masterclass in modern elegance. It introduces four new silhouettes—ARIA, a sharp and fearless bob; BRYONY, flowing with soft, tonal movement; ROSANNA, weightless with sculpted body; and ROXIE, textured with romantic structure. Each piece speaks to the stylist's eye: balanced, wearable, and ready for transformation behind the chair or in front of the lens.

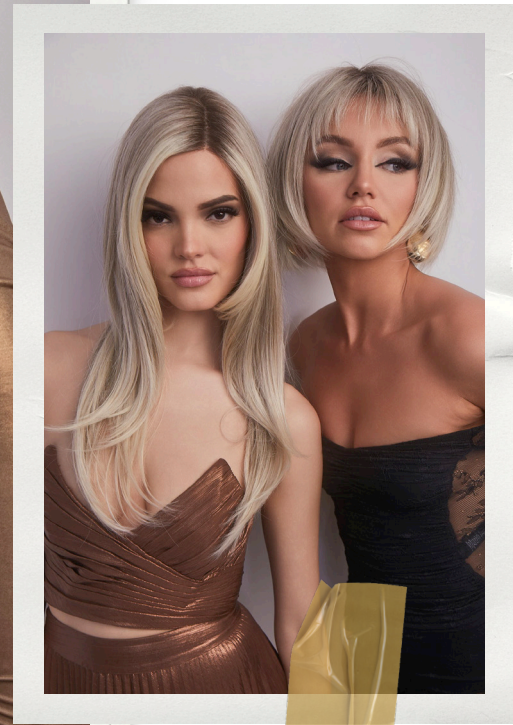
Complementing these designs are four rich, couture-inspired shades that elevate everyday styling into high fashion: Billionaire Blond, a platinum luxe tone with high-shine dimension; Buttercream Blond-R, a rooted blonde warmed with golden softness; Peaches and Cream, a delicate pastel-infused neutral; and Mushroom Melange, a grounded, taupe-based blend that flatters and flexes across seasons. These hues are not just colors—they're tools of storytelling, crafted for depth, tone-on-tone realism, and undeniable visual impact.

This collection is an invitation: to shape, to elevate, and to inspire. For those who see hair as art, Alexander Couture 2025 is your canvas.

Alexander Turnbull



Roxie & Rosanna in Mushroom Melange



Bryony & Aria in Billionaire Blond

**THE 2025 COLLECTION IS A MASTERCLASS
IN MODERN ELEGANCE.**

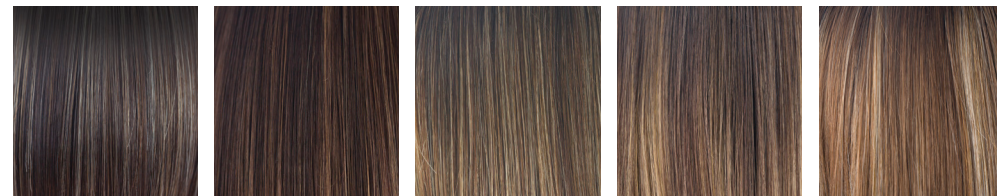
AVAILABLE COLORS

BRUNETTES



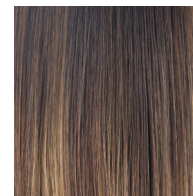
Coffee Latte Dark Chocolate Ginger Brown Marble Brown Iced Mocha

HYBRANT BRUNETTES



Chocolate Frost-R Coffee Latte-R Iced Mocha-R Marble Brown-R Maple Sugar-R

LR BRUNETTES



Marble Brown-LR

BLONDS



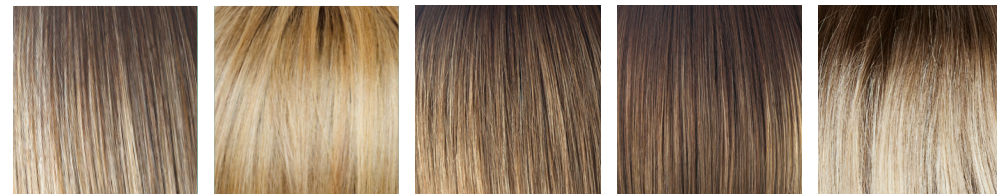
Creamy Blond Creamy Toffee Frosti Blond Strawberry Swirl Spring Honey Buttercream Blond

HYBRANT BLONDS



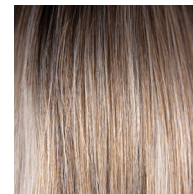
Champagne-R Creamy Toffee-R Mochaccino-R Spring Honey-R Sugar Cane-R Nutmeg-R/F

LR BLONDS



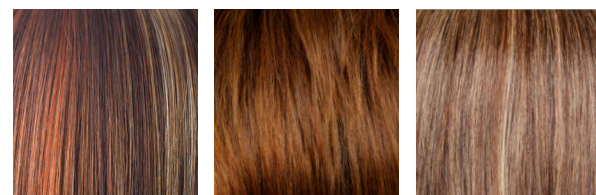
Creamy Toffee-LR Cinder Toffee-R Macadamia-LR Mochaccino-LR Spring Honey-LR

MELTED BLONDS



Melted Marshmallow

REDS



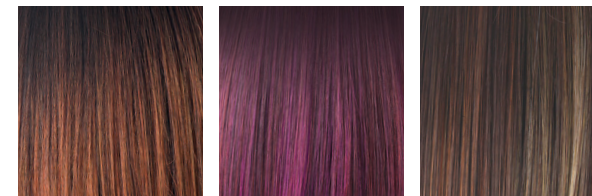
Raspberry Ice Autumn Sunrise Caramel Swirl

HYBRANT REDS



Auburn Sugar-R Crimson-LR Irish Spice-R Raspberry Ice-R Plumberry Jam-LR

LR REDS



Crimson-LR Plumberry Jam-LR Raspberry Ice-LR

GRAYS



Silver Stone™ 60

HYBRANT GRAYS

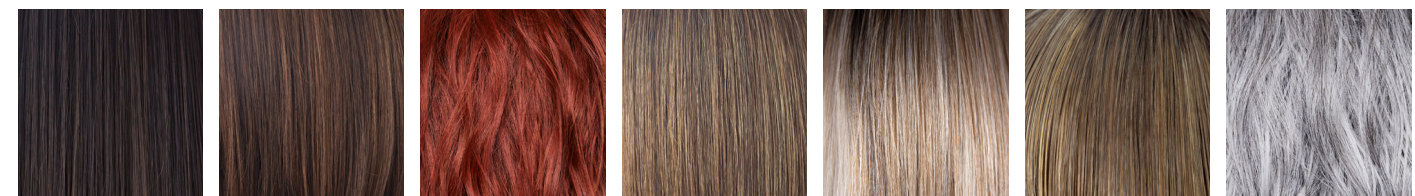


Illumina-R Moonstone

HIGH HEAT



Canyon Stone Cherry Merlot Chocolate Frost-R Cinder Toffee-R Coffee Latte Creamy Blond Creamy Toffee

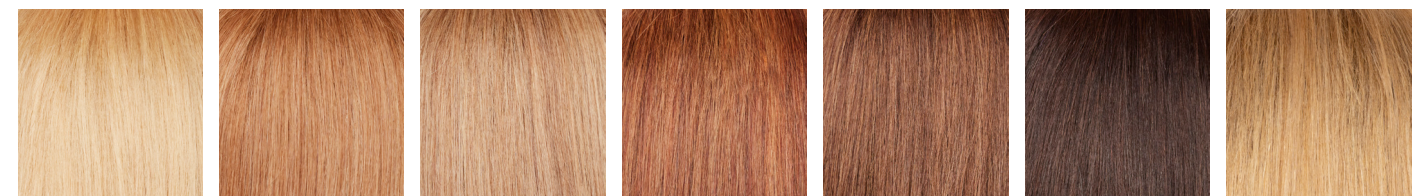


Dark Chocolate Ginger Brown Henna Red-R Marble Brown Melted Marshmallow Mochaccino-R Salt & Pepper MR



Silver Brown MR Silver Frost Billionaire Blond Buttercream Blond-R Mushroom Melange Peaches and Cream

HUMAN HAIR



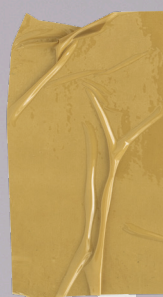
Summer Blond HH Strawberry Blond HH Ashen Cream HH Autumn Teak HH Beige Brown HH Coco Brown HH Sandy Blond-HH



1043

ARIA

Aria is a sleek, heat-friendly bob from the Alexander Couture Collection. With soft cut bangs, invisible layers, and a lace front for a natural finish, she's chic, versatile, and effortlessly cool—perfect for any vibe.



Color Shown (left to right):
Creamy Toffee, Buttercream
Blond-R, Mushroom Melange
Billionaire Blond (bottom insets)

Cap: Extended Lace Front
+ Lace Part
Fringe: 3.5" (8.89cm)
Crown: 10" (25.4cm)
Nape: 2.5" (6.35cm)
Weight: 3.53 oz (100 g)

BRUNETTE

Caramel Swirl
Dark Chocolate
Marble Brown

BLONDS

Creamy Blond
Creamy Toffee
Billionaire Blond
Buttercream Blond-R
Mushroom Melange
Mochaccino-R

BLONDS/REDS

Peaches & Cream

REDS

Autumn Sunrise
Cherry Merlot

GRAYS

Canyon Stone
Silver Stone

MELTED BLENDS

Melted Marshmallow

1045 ○



ROSANNA

Rosanna is a cool, wavy bob from the Alexander Couture Collection. With soft bangs and a lace front, she blends effortless style with feminine edge—perfect for a fresh, modern look that's easy to wear and always on-trend.

Color Shown:
Autumn Sunrise (black top)
Buttercream Blond-R (denim top)
Peaches & Cream (gold top)

Cap: Extended Lace Front
+ Lace Part + Soft Lace
Fringe: 3.5" (8.89cm)
Crown: 9.5" (24.13cm)
Nape: 3" (7.62cm)
Weight: 3.39 oz (96 g)

BRUNETTE

- Caramel Swirl
- Coffee Latte
- Dark Chocolate
- Marble Brown

BLONDS

- Billionaire Blond
- Buttercream Blond-R
- Cinder Toffee
- Mushroom Melange
- Creamy Blond
- Mochaccino-R

BLONDS/REDS

- Peaches & Cream

REDS

- Autumn Sunrise

GRAYS

- Canyon Stone
- Silver Stone

MELTED BLENDS

- Melted Marshmallow

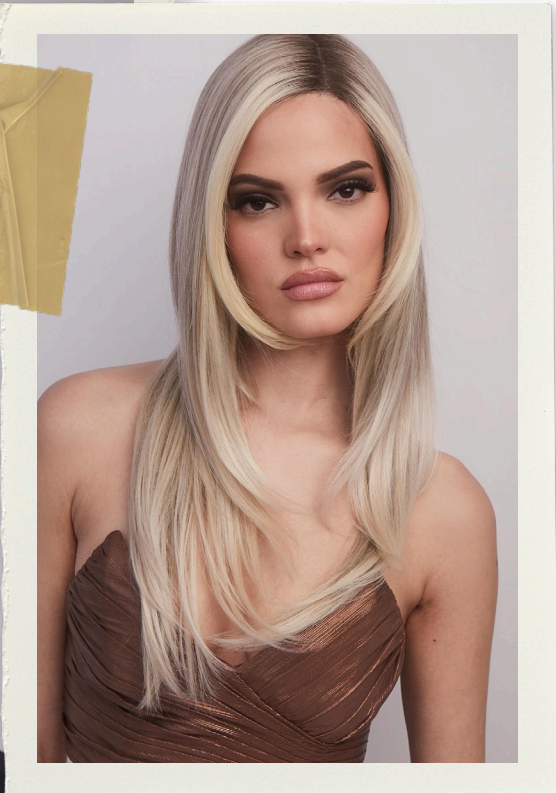
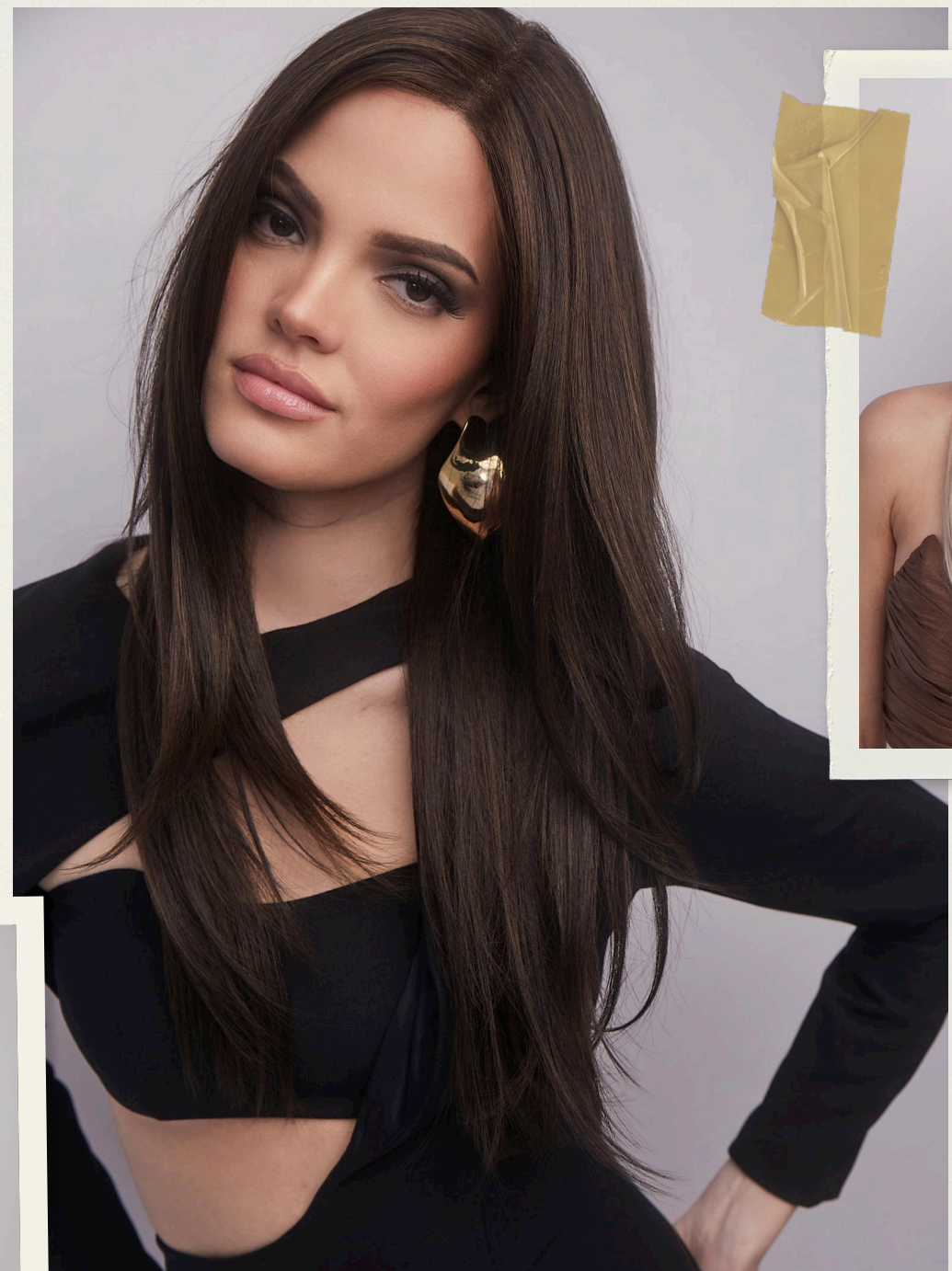
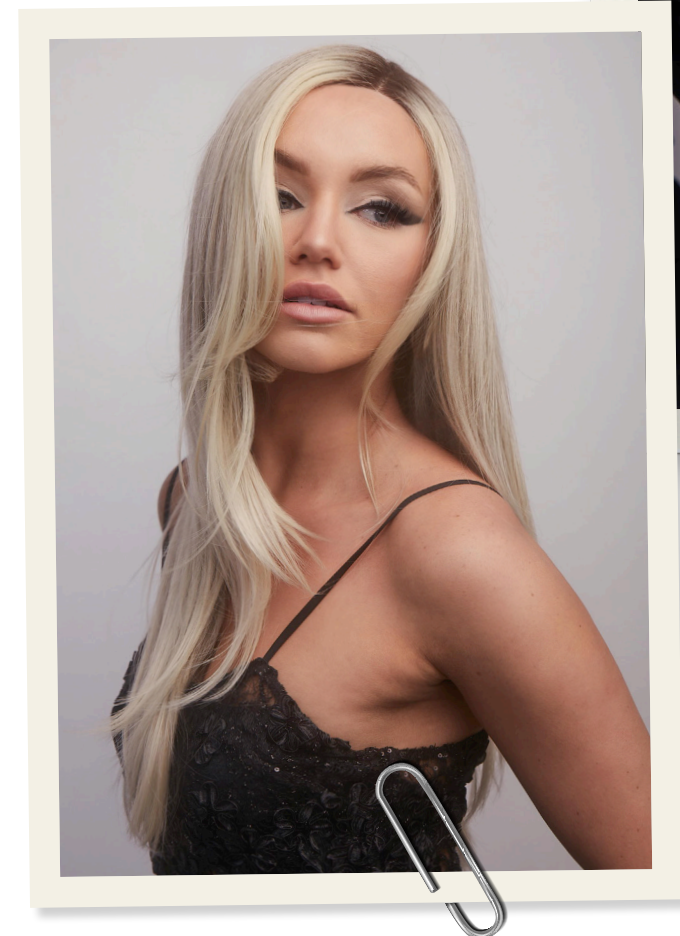
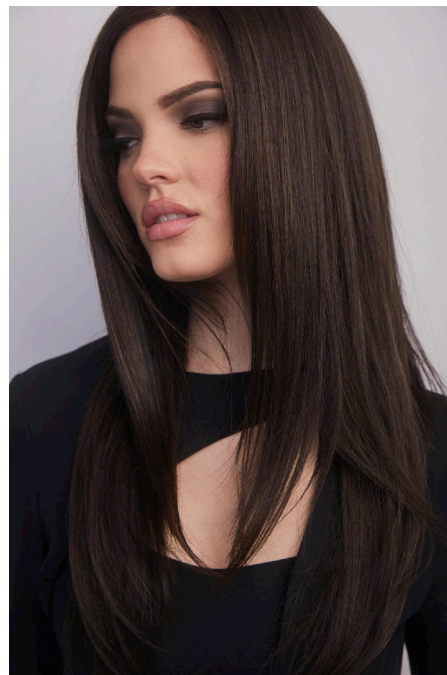
○ BRYONY

1044

Bryony is a sleek, straight stunner from the Alexander Couture Collection. With face-framing layers and a lace front for a natural look, she's all about effortless elegance and modern sophistication—ready to wear and turn heads.

Color Shown:
 Top row (left to right): Dark Chocolate, Mushroom Melange, Dark Chocolate, Billionaire Blond
 Bottom row: Billionaire Blond, Buttercream Blond-R
 Bottom insets: Peaches & Cream

Cap: Extended Lace Front + Lace Partial Monofilament + Soft Lace
 Fringe: 8" - 9.5" (20.32 - 24.13cm)
 Crown: 14" - 18" (35.56 - 45.72cm)
 Nape: 18" (45.72cm)
 Weight: 6.53 oz (185 g)



BRUNETTE

Caramel Swirl
 Dark Chocolate
 Marble Brown

REDS

Autumn Sunrise

BLENDS

Billionaire Blond
 Buttercream Blond-R
 Cinder Toffee
 Creamy Blond
 Mushroom Melange
 Mochaccino-R

BLENDS/REDS

Peaches & Cream

REDS

Cherry Merlot

GRAYS

Silver Stone
 Canyon Stone

MELTED BLENDS

Melted Marshmallow



1042

NEW HEAT-FRIENDLY

ROXIE



Roxie is a long, beachy wave wig from the Alexander Couture Collection. With a lace front, soft lace, and heat-friendly fiber, she's effortless, flattering, and ready to wow—anytime, anywhere.

Color Shown: Billionaire Blond (left main, right main, bottom middle inset)
Mushroom Melange (top inset)
Buttercream Blond-R (bottom insets)

Cap: Extended Lace Front + Lace Partial Monofilament + Soft Lace
Fringe: 6.5" - 8" (16.5 - 20.32cm)
Crown: 13" - 15" (33.02 - 38.1cm)
Nape: 4" - 15" (35.56 - 38.01cm)
Weight: 5.91 oz (168 g)

BRUNETTE

- Caramel Swirl
- Dark Chocolate
- Marble Brown
- Silver Brown-MR

BLONDS

- Billionaire Blond
- Buttercream Blond-R
- Cinder Toffee-R
- Creamy Blond
- Mochaccino-R
- Mushroom Melange

BLONDS/REDS

- Peaches & Cream

REDS

- Autumn Sunrise
- Cherry Merlot

GRAYS

- Silver Stone

MELTED BLENDS

- Melted Marshmallow

AMARA

A modern twist to the "pixi cut" with a long side fringe. The machine-made cap is always looking its best with minimal effort.

Color shown:
Creamy Blond (main)
Iced Mocha-R (insets)

Cap: Machine Made
Fringe: 1.97" - 3.35" (5-8.5 cm)
Crown: 3.14" (8 cm)
Nape: 1.57" (4 cm)
Weight: 2.01 oz (57g)

BRUNETTE

Chocolate Frost-R
Coffee Latte-R
Dark Chocolate
Iced Mocha-R
Maple Sugar-R
Marble Brown-R

BLENDS

Champagne-R
Creamy Blond
Creamy Toffee-R
Ice Blond
Mochaccino-R
Nutmeg-F
Platinum Pearl
Spring Honey-R
Sugar Cane-R

REDS

Razberry Ice-R

GRAYS

60
Sandy Silver
Silver Stone
Smoke Ivory

PASTELS

Bubblegum-R



1033

AVALON

A gorgeous center part lace front long wig, with a beautiful curl pattern. This would be right at home on a red carpet.

Color shown:
Ice Blond (main)
Marble Brown-R (insets)

Cap: Lace front
Fringe: 9.84" (25 cm)
Crown: 15.35" (40 cm)
Nape: 14.17" (36 cm)
Weight: 5.82 oz (165 g)

BRUNETTE

Chocolate Frost-R
Coffee Latte-R
Dark Chocolate
Iced Mocha-R
Maple Sugar-R
Marble Brown-R
Milk Tea-LR

BLENDS

Champagne-R
Creamy Blond
Creamy Toffee-LR
Ice Blond
Spring Honey-R

REDS

Plumberry Jam-LR
Razberry Ice-R

GRAYS

Smoke Ivory

MELTED BLENDS

Melted Marshmallow



1032



1034

BROOKLYN

This stunning high heat wig features long luscious waves creating a mesmerizing and eye-catching effect that will leave you feeling extra glam.

Color shown:
Cinder Toffee (top)
Silver Brown-MR (bottom)

Cap: Lace Front
+ Lace Part
Fringe: 5" (12.7 cm)
Crown: 15" (38 cm)
Nape: 17" (43 cm)
Weight: 6.4 oz (181 g)



BRUNETTE
Chocolate Frost-R
Coffee Latte
Dark Chocolate
Ginger Brown
Marble Brown
Silver Brown-MR

BLENDS
Cinder Toffee
Creamy Blond
Creamy Toffee
Mochaccino-R

REDS
Cherry Merlot
Henna Red-R

GRAYS
Salt & Pepper-MR
Canyon Stone
Silver Frost

MELTED BLENDS
Melted Marshmallow



Color shown:
Autumn Sunrise (main)
Henna Red-R (insets)

Cap: Machine Made
Fringe: 3.5-4.5"
(8.89-11.43 cm)
Crown: 4.5-5"
(11.43-12.7 cm)
Nape: 2" (5.08 cm)
Weight: 2.26 oz (64 g)



CHARLOTTE

This choppy, pixie style features an extended nape and a long fringe, adding a touch of sophistication and flair.

BRUNETTE
Caramel Swirl
Chocolate Frost-R
Coffee Latte
Dark Chocolate
Ginger Brown
Marble Brown
Silver Brown-MR

BLENDS
Buttercream Blond
Cinder Toffee-R
Creamy Blond

Creamy Toffee
Mochaccino-R

REDS
Autumn Sunrise
Cherry Merlot
Henna Red-R

GRAYS
Canyon Stone
Salt & Pepper-MR
Silver Frost



1040

HARPER

Colors shown:
Smoke Ivory (main)
Coffee Latte-R (insets)

Cap: Lace Front + Lace Part
Fringe: 15.35" (40 cm)
Crown: 17.72" (45 cm)
Nape: 11.81" (30 cm)
Weight: 5.75 oz (163 g)

BRUNETTE

- Chocolate Frost-R
- Coffee Latte-R
- Dark Chocolate
- Iced Mocha-R
- Marble Brown-LR
- Milk Tea-LR

BLONDS

- Champagne-R
- Creamy Blond
- Creamy Toffee-LR
- Ice Blond
- Mochaccino-R
- Rose Gold-R
- Spring Honey-T

REDS

- Auburn Sugar-R
- Plumerry Jam-LR
- Razberry Ice-LR

GRAYS

- Smoke Ivory

MELTED BLENDS

- Melted Marshmallow



Both sleek and chic, Harper has a middle part with long layers around the front and long shattered layers throughout the back giving movement and flow.

HARRIET



Crafted from high-quality human hair, Harriet offers a natural look and feel that will leave you feeling confident and beautiful.

Color shown:
Autumn Teak (main)
Strawberry Blond (top right)
Coco Brown (bottom insets)

Cap: Lace Front + Lace Part
Front: 12" (30 cm)
Crown: 11" (28 cm)
Nape: 4" (10 cm)
Weight: 3.8 oz (108 g)

BRUNETTE

- Beige Brown
- Coco Brown

BLONDS

- Ashen Cream
- Sandy Blond-R
- Strawberry Blond
- Summer Blond

REDS

- Autumn Teak





1039

LEONI



With Leoni, you can effortlessly achieve a glamorous and fashionable hairstyle that allows you to easily switch up your style.

Color shown:
Buttercream Blond (main)
Caramel Swirl (insets)

Cap: Lace Front + Lace Part
Fringe: 9.5-12.5"
(24.13-31.75 cm)
Crown: 12.5-14"
(31.75-35.26 cm)
Nape: 12" (30.48 cm)
Weight: 5.04 oz (143 g)

BRUNETTE

Caramel Swirl
Chocolate Frost-R
Coffee Latte
Dark Chocolate
Ginger Brown
Marble Brown
Silver Brown-MR

BLONDS

Buttercream Blond
Cinder Toffee
Cinder Toffee-R
Creamy Blond
Creamy Toffee
Mochaccino-R

REDS

Autumn Sunrise
Cherry Merlot
Henna Red-R

GRAYS

Canyon Stone
Salt & Pepper-MR
Silver Frost

MELTED BLENDS

Melted Marshmallow



1038

RIVER



This ready to wear wig is sure to turn heads with its face-framing layers. Made with heat friendly fiber, River allows you to change the texture and style of the wig.

Color shown:
Buttercream Blond (top)
Caramel Swirl (bottom)

Cap: Lace Front + Lace Part
Fringe: 7.5" (19.05 cm)
Crown: 11" (27.94 cm)
Nape: 5.5" (13.97 cm)
Weight: 4.30 oz (122 g)

BRUNETTE

Caramel Swirl
Chocolate Frost-R
Coffee Latte
Dark Chocolate
Ginger Brown
Marble Brown
Silver Brown-MR

BLONDS

Buttercream Blond
Cinder Toffee-R
Creamy Blond
Creamy Toffee
Mochaccino-R

REDS

Autumn Sunrise
Cherry Merlot

GRAYS

Canyon Stone
Salt & Pepper-MR
Silver Frost

MELTED BLENDS

Melted Marshmallow



1041

SOPHIA



STRAIGHT MEDIUM TOPPER

1036



This topper is soft, silky, and easy to style. The medium length and density provide natural-looking coverage.

Color shown:
Salt & Pepper-MR
(main, bottom insets)
Silver Brown-MR
(middle inset)

Cap: Mono Part
Fringe: 5" (12.7 cm)
Crown: 12" (30 cm)
Weight: 3.4 oz (95 g)

BRUNETTE

Chocolate Frost-R
Dark Chocolate
Ginger Brown
Marble Brown
Silver Brown-MR

BLENDS

Cinder Toffee
Creamy Blond
Creamy Toffee
Mochaccino-R

REDS

Cherry Merlot

GRAYS

Salt & Pepper-MR
Canyon Stone
Silver Frost

MELTED BLENDS

Melted Marshmallow



The bottom length of Sophia flips out from the shoulders to create a playful and youthful vibe with salon-inspired style.

Color shown:
Silver Brown-MR (left)
Cinder Toffee-R (right)

Cap: Lace Front + Lace Part
Fringe: 6.5-9.5" (15.24 cm)
Crown: 10.5-12.5" (26.67-31.75 cm)
Nape: 9.5" (24.13 cm)
Weight: 4.03 oz (114 g)

BRUNETTE

Caramel Swirl
Chocolate Frost-R
Coffee Latte
Dark Chocolate
Ginger Brown
Marble Brown
Silver Brown-MR

BLENDS

Buttercream Blond
Cinder Toffee-R
Creamy Blond
Creamy Toffee
Mochaccino-R

REDS

Autumn Sunrise
Cherry Merlot

GRAYS

Canyon Stone
Salt & Pepper-MR
Silver Frost

MELTED BLENDS

Melted Marshmallow

WAVY MEDIUM TOPPER

The wavy texture adds a touch of effortless glamour, while the medium length and density provide natural-looking coverage for thinning hair or bald spots.

Color shown:
Salt & Pepper-MR

Cap: Mono Part
Fringe: 14" (35 cm)
Crown: 14" (35 cm)
Weight: 4 oz (114 g)

BRUNETTE

Chocolate Frost-R
Dark Chocolate
Ginger Brown
Marble Brown
Silver Brown-MR

BLONDS

Cinder Toffee
Creamy Blond
Creamy Toffee
Mochaccino-R

REDS

Cherry Merlot

GRAYS

Canyon Stone
Salt & Pepper-MR
Silver Frost

MELTED BLENDS

Melted Marshmallow



Before



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Front cover: Bryonie in Billionaire Blond
Back Cover: Roxie and Rosanna in Mushroom Melange

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