

THE
ALEXANDER
COUTURE COLLECTION

2025 EDITION



2040 / 2060

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.

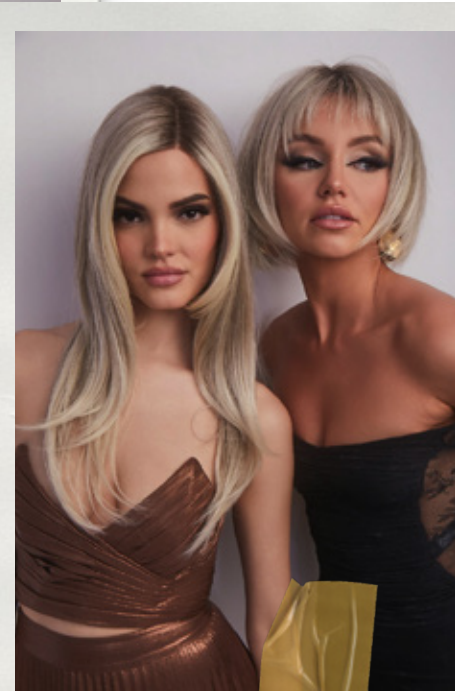
Complementing these designs are four rich, couture-inspired shades that elevate everyday styling into high fashion: Billionaire Blond, a platinum luxe tone with high-shine dimension; Buttercream Blond-R, a rooted blonde warmed with golden softness; Peaches and Cream, a delicate pastel-infused neutral; 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

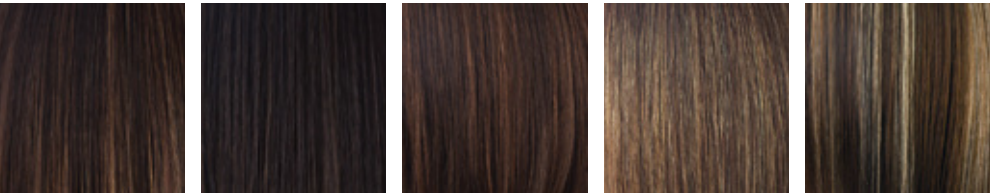


Bryony & Aria in Billionaire Blond

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

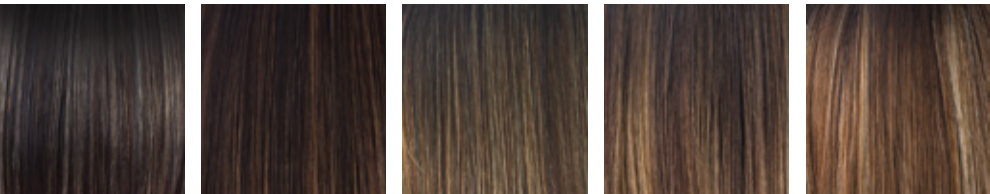
AVAILABLE COLORS

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



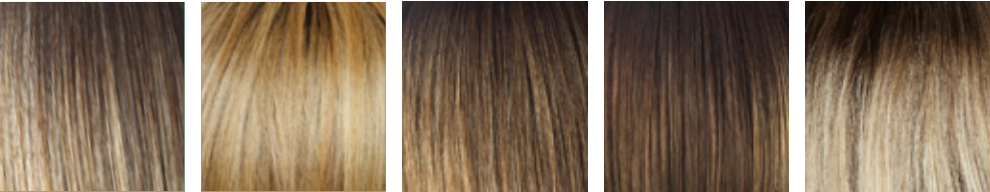
Creamy Blond Creamy Toffee Frosti Blond Strawberry Swirl Spring Honey Buttercream Blond

HYBRANT BLONDS



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

LR BLONDS



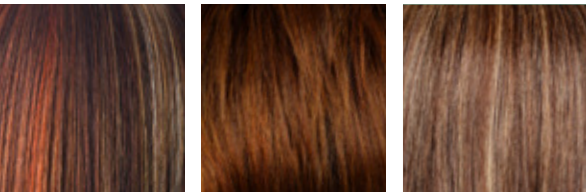
Creamy Toffee-LR Cinder Toffee-R Macadamia-LR Mochaccino-LR Spring Honey-LR

MELTED BLONDS



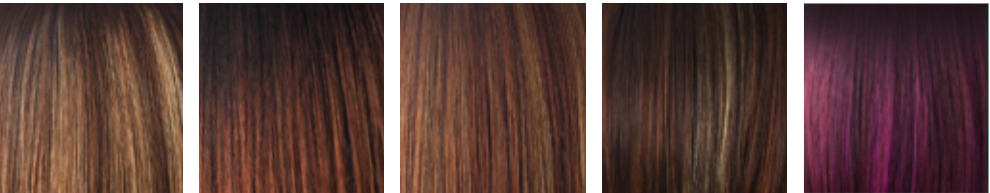
Melted Marshmallow

REDS



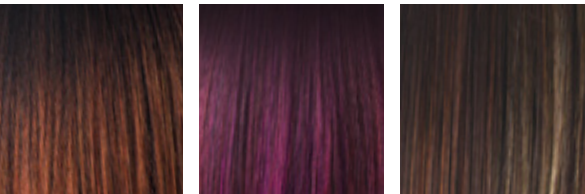
Raspberry Ice Autumn Sunrise Caramel Swirl

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

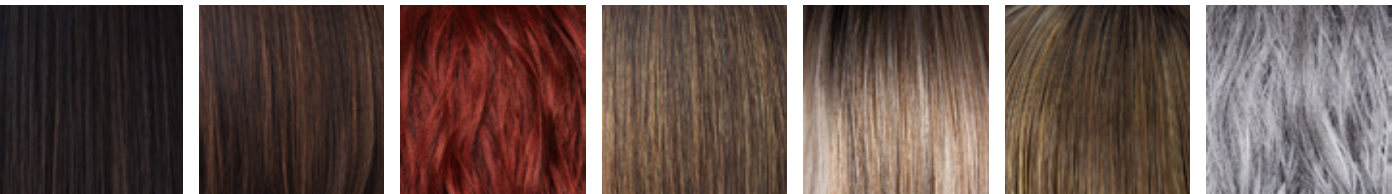


Illumina-R Moonstone

HIGH HEAT



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

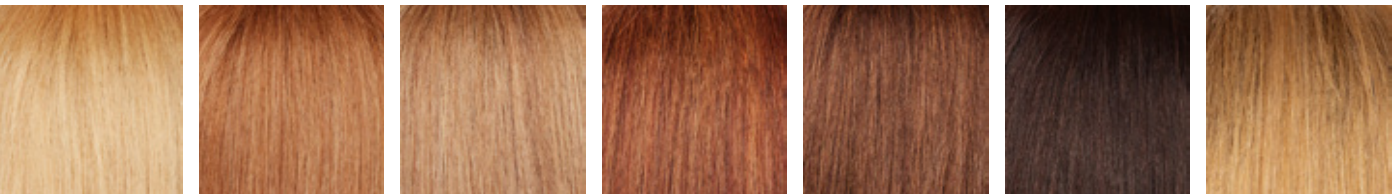


Dark Chocolate Ginger Brown Henna Red-R Marble Brown Melted Marshmallow Mochaccino-R Salt & Pepper MR



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

HUMAN HAIR

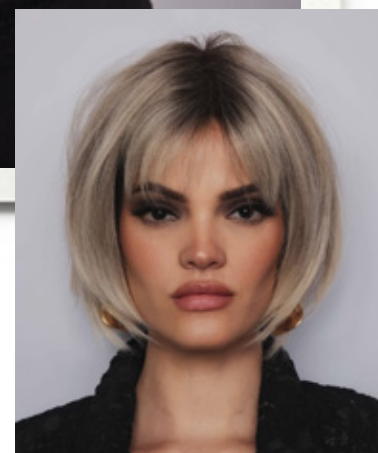


Summer Blond HH Strawberry Blond HH Ashen Cream HH Autumn Teak HH Beige Brown HH Coco Brown HH Sandy Blond-R HH

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

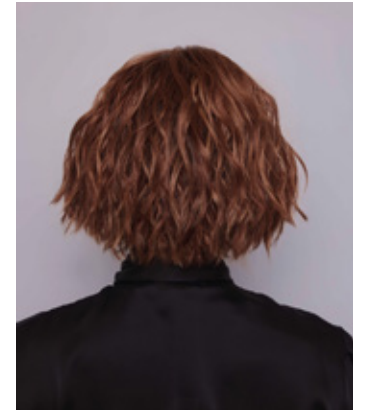
Melted Marshmallow

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

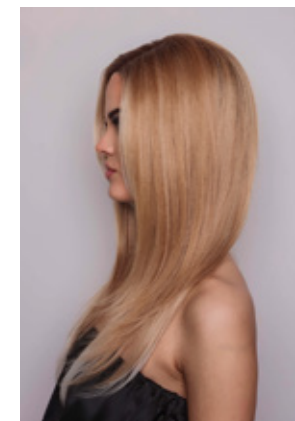
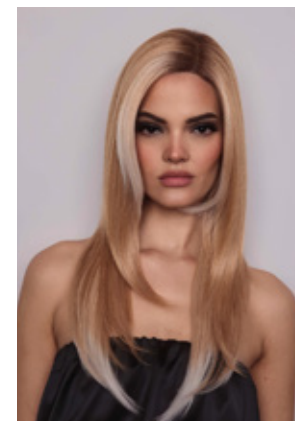
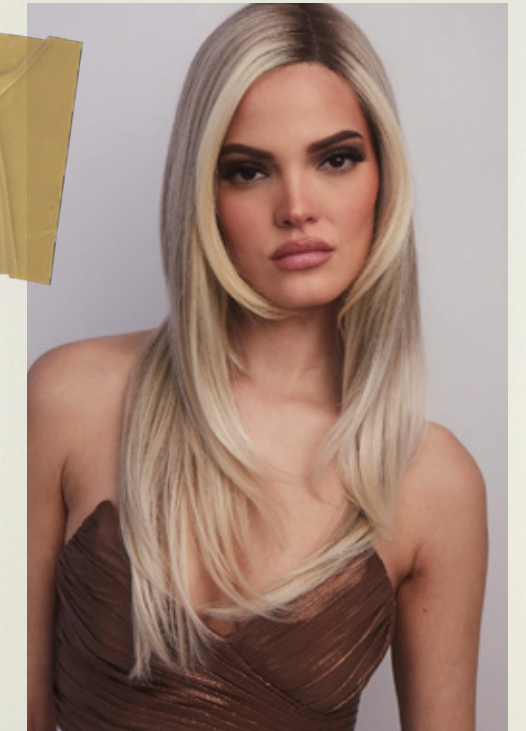
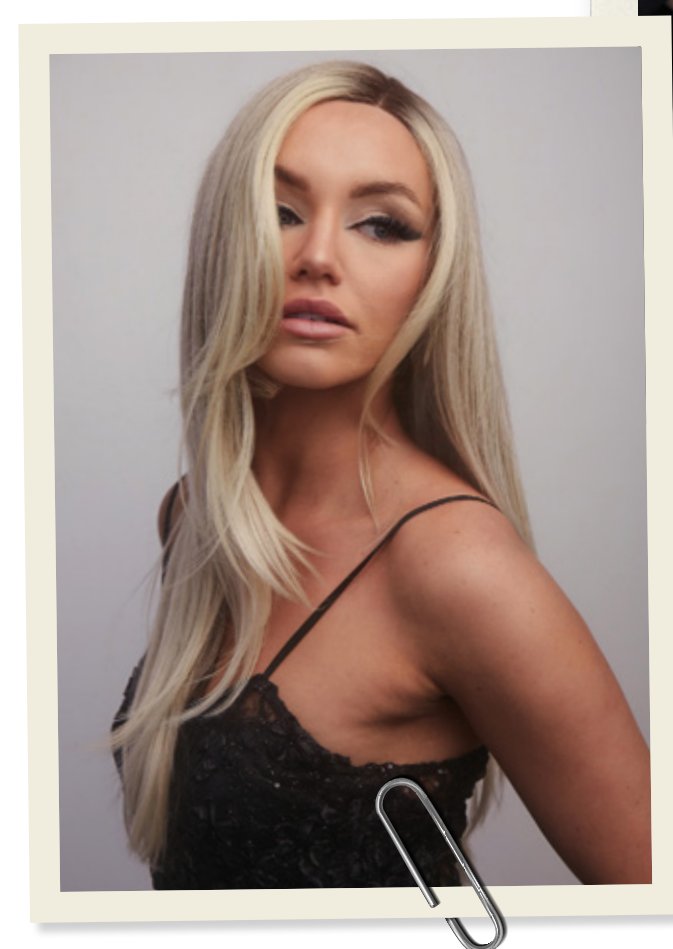
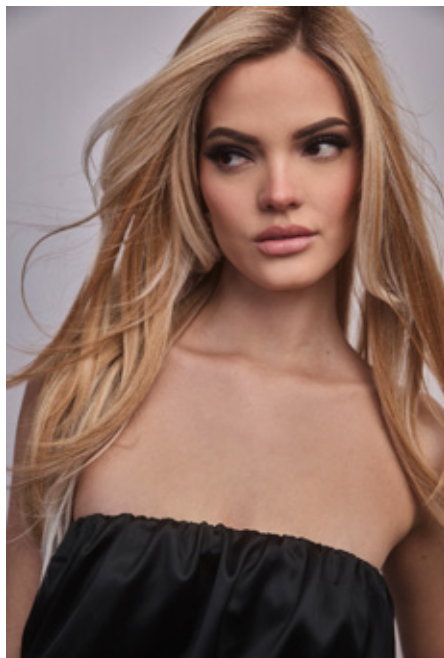
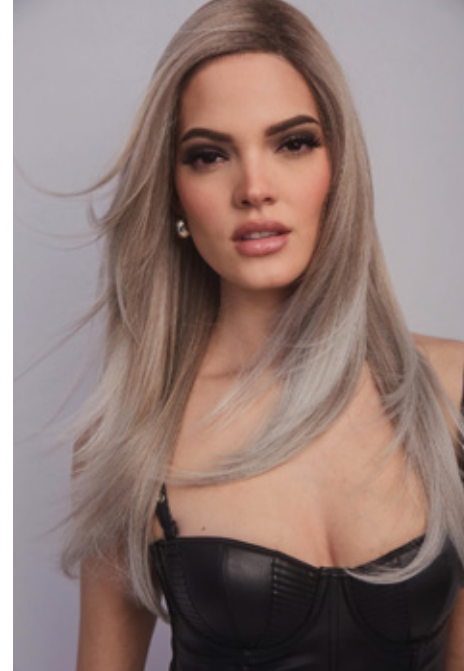
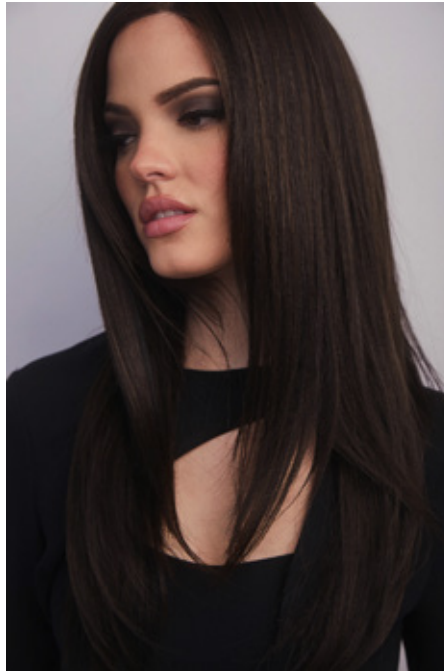
○ BRYONY

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

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

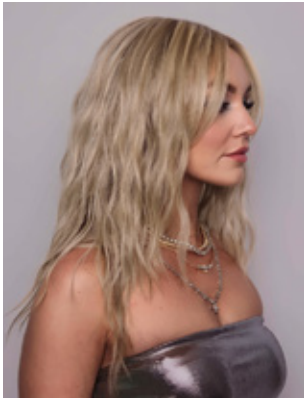
BLONDS/REDS
Peaches & Cream

REDS
Cherry Merlot

GRAYS
Silver Stone
Canyon Stone

MELTED BLENDS
Melted Marshmallow

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)

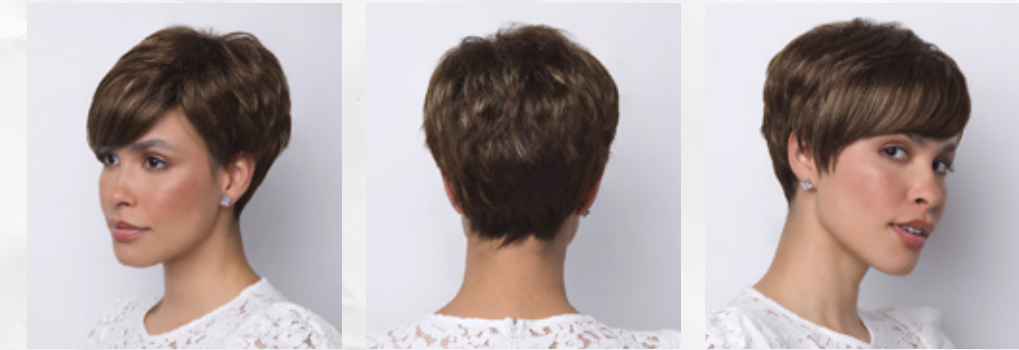
- BRUNETTE**
Chocolate Frost-R
Coffee Latte-R
Dark Chocolate
Iced Mocha-R
Maple Sugar-R
Marble Brown-R

- BLONDS**
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

- BLONDS**
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

BLONDS

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

BLONDS

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



1031

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
Plumberry Jam-LR
Razberry Ice-LR

GRAYS

Smoke Ivory

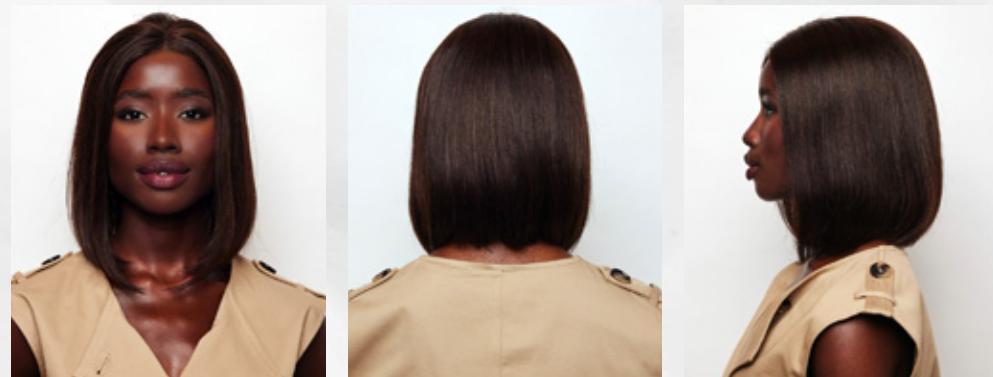
MELTED BLENDS

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

1035

1039

LEONI



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)



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

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



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

1038

○ SOPHIA

1041



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

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

○ 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

BLONDS
Cinder Toffee
Creamy Blond
Creamy Toffee
Mochaccino-R

REDS
Cherry Merlot

GRAYS
Salt & Pepper-MR
Canyon Stone
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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2. Returned Goods must be in MINT CONDITION. Mint condition is defined by AHG as: no missing tags or labels, the hair net is not removed, item(s) are not combed/fluffed or tried on by a customer. All returns must be in original shipping box. There is a restocking fee of \$10.00 for EACH piece returned.
3. AHG has carefully designed its product packaging to protect the product integrity. AHG is not responsible for damage to or problems with any product where the product and/or shipment packaging has been changed per Your request. No returns will be accepted under these conditions.
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5. Any DISCONTINUED items are not returnable.
6. AHG is not responsible for lost return packages.

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

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