

HAIRPOWER

[www.ellen-wille.de](http://www.ellen-wille.de)

HAIRPOWER

*Power Up Your Style*



*Ellen's*  
**POWER  
BOOK**



**ellen**  
**wille**  
THE HAIR YOU LOVE

# *Power Up Your Style*

ELLEN'S POWER BOOK –  
THE FULL STORY OF HAIRPOWER STYLES  
BY ELLEN WILLE

HAIRPOWER





## Hairstyle Creates Power!

Willkommen bei HAIRPOWER. Mit diesem Power Book halten Sie eine komplette Übersicht über unsere größte Collection in den Händen. HAIRPOWER ist so vielseitig wie die Menschen, für die wir Frisuren designen. Wir haben nicht nur unsere gesamte Energie, unser Fachwissen, sondern auch unendlich viel Liebe in diese Collection gesteckt. Sie finden hier Schnitte für jeden Anlass, Stil, Typ und Geschmack. Eines haben alle Looks gemein: In jedes einzelne Modell ist unsere ganze Leidenschaft für Qualität und Hairdesign eingeflossen. Lassen Sie sich inspirieren! Schlagen Sie mit uns ein weiteres Kapitel auf! Power up your style!

Welcome to HAIRPOWER. With this Power Book, you are having a complete overview of our largest collection at your hands. HAIRPOWER is so multifaceted like the people we design the hairstyles for. Not only did we put our complete energy and expertise into this collection but also an infinite amount of love. You will find cuts for every occasion, style, character and taste. All looks have one thing in common: We have incorporated our whole passion for quality and hairdesign into each and every model. Get inspired! Open up another chapter with us! Power up your style!

Bienvenue chez HAIRPOWER. Avec ce magnifique Power Book, vous avez entre les mains une vue d'ensemble de notre plus grande collection. HAIRPOWER est aussi diversifiée que les personnes pour lesquelles nous créons toutes ces coiffures. Nous avons mis non seulement toute notre énergie mais aussi toutes nos compétences ainsi que beaucoup d'amour dans cette collection. Vous y trouverez un modèle pour chaque occasion, style, type ou goût. Toutes ces créations ont une chose en commun : notre passion pour la qualité et le design capillaire. Laissez-vous inspirer ! Tournons ensemble les pages de ce nouveau chapitre ! Dynamisez votre style !

Benvenuti da HAIRPOWER. Con questo Power Book ha tra le sue mani una visione completa della nostra più grande collezione. HAIRPOWER è tanto varia, così come le persone per cui ideiamo i nostri design. Abbiamo dedicato a questa collezione non solo tutta la nostra energia e la nostra competenza, bensì anche infinito entusiasmo. In questa linea trova tagli per ogni occasione, stile e gusto. Tutti i look hanno una cosa in comune: ogni modello è frutto della nostra passione per la qualità e il design. Si lasci ispirare! Apri con noi un nuovo capitolo! Power up your style!

Bienvenido a HAIRPOWER. Con este Power Book, tiene usted una visión completa de nuestra colección principal en sus manos. HAIRPOWER es tan versátil como las personas para las que diseñamos los peinados. En esta colección no solo hemos puesto toda nuestra energía y experiencia sino también nuestro cariño infinito. Aquí encontrará cortes para cada ocasión, estilos, tipos y gustos. Todos los modelos tienen algo en común: a cada uno se le ha transmitido nuestra pasión por la calidad y el diseño del cabello. ¡Déjese inspirar! ¡Abra otro capítulo con nosotros! Power up your style!

Знакомьтесь – новая HAIRPOWER! У вас в руках самый полный обзор нашей самой большой коллекции. HAIRPOWER так же универсальна, как и люди, для которых мы разрабатываем прически. Мы вложили в эту коллекцию не только всю свою энергию, опыт, но и бесконечную любовь. Здесь вы найдёте стрижки на все случаи жизни, на любой вкус, стиль и тип. Все они имеют одну общую черту: в каждой модели заключена наша страсть к качеству и дизайну волос. Поддайтесь вдохновению! Откройте с нами еще одну главу! Зарядите свой стиль!

Yours

*Ellen Wroe*

BLUES ★★  
SWING ★★  
JAZZ ★★★

ENJOY THE  
SOUNDS  
OF BEAUTY

Swing



Blues



BLUES COLOURS:

cosmoblack mix, hotespresso mix, chocolate mix, hotmocca mix,  
lightbernstein rooted, lighthoney rooted, sandyblonde rooted,  
**lightchampagne rooted**, darkcherry mix, hotcinnamon mix,  
mangored rooted, silverblonde rooted

Jazz



SWING COLOURS:

cosmoblack mix, darkespresso mix,  
chocolate mix, hotmocca mix, bernstein rooted,  
lighthoney rooted, lightchampagne rooted, flame mix,  
cinnamon mix, mangored rooted,  
**silverblonde rooted**

JAZZ COLOURS:

espresso mix, chocolate rooted, hotmocca mix, bernstein rooted,  
sandmulti rooted, lightcaramel mix, lightchampagne rooted,  
**hotflame mix**, mangored rooted, cognac rooted,  
salt/pepper mix, pearlblonde rooted, silverblonde rooted



# FENJA ★★ FENJA SMALL ★★



FENJA SMALL COLOURS:

darkchocolate mix, chocolate mix,  
mocca mix, sand mix, caramel mix,  
champagne rooted, auburn mix



# KISS ★★



KISS COLOURS:

espresso rooted, chocolate rooted, hothazelnut rooted,  
mocca lighted, bernstein rooted, sandyblonde rooted,  
**pastelblonde mix**, hotflame mix, mango mix,  
salt/pepper rooted, pearlblonde rooted





## DISC \*\*\*



### DISC COLOURS:

black, chocolate mix, coffeebrown lighted, hazelnut mix,  
tobacco mix, bernstein rooted, darksand rooted,  
lightcaramel mix, lighthoney mix, champagne rooted,  
**platin mix**, aubergine mix, auburn rooted, flame mix,  
lightmango mix, pepper lighted





## *The Power of Vision*

Eine inspirierende Vision ist die Basis von Innovation. Sie ist in die Zukunft gerichtet und wird deutlicher, je engagierter wir an ihrer Verwirklichung arbeiten. Jedes große Ziel beginnt mit einer vagen Vorstellung. Entscheidend ist der Ehrgeiz, um Träume und Ideen zu realisieren. Lassen Sie sich inspirieren von der Kraft der Visionen!

**An inspiring vision is the base of innovation. It is trend-setting and forward-looking and gets evermore close with the commitment and effort we put into its realization. Every big aspiration starts with a vague idea. Our will, dreams and ideas are crucial to make them come true. Be inspired by the power of vision!**

Une inspiration visionnaire est le point de départ d'une innovation. Elle est orientée vers l'avenir et devient de plus en plus évidente au fur et à mesure que l'on travaille à sa mise au point. Tous les grands projets débutent par une esquisse floue. Le plus important est de laisser la place à l'ambition, le rêve et les idées. Laissez-vous inspirer par la force des visions !

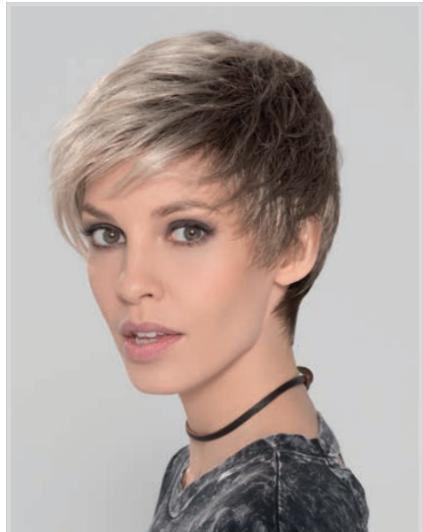
**Una visione ispiratrice sta alla base di ogni innovazione. È orientata al futuro e diventa più forte quando lavoriamo ancor più intensamente alla nostra realizzazione. Ogni grande obiettivo ha inizio da un impulso. Ad essere decisivi sono l'ambizione, i sogni e le idee da realizzare. Si lasci ispirare dal potere della visione!**

Una visión inspiradora es la base de la innovación. Está enfocada en el futuro y se concretiza su desarrollo cuanto más nos consagramos a ello. Cada gran objetivo comienza con una idea vaga. Lo determinante es tener la ambición de realizar sueños e ideas. ¡Inspírese con el poder de la visión!

**Вдохновляющее провидение – основа инноваций. Оно нацелено в будущее и становится тем более совершенным, чем больше мы стремимся к его реализации. Любая большая цель начинается со смутной идеи. Решающим является желание реализовать мечты и идеи. Вдохновитесь силой провидения!**



YOU \*



YOU COLOURS:

espresso mix, darkchocolate mix, chocolate mix,  
bernstein lighted, **sandmulti rooted**, caramel lighted,  
champagne rooted, platinblonde mix, hotflame lighted,  
cognac rooted



A large, central portrait of a woman with a sleek, dark brown bob haircut. She is wearing a black, sequined, off-the-shoulder top and a multi-layered silver beaded necklace. To the right, there is a vertical inset image showing a side profile of the same woman with the same hairstyle and necklace.

TREND  
MONO ★★★★



TREND MONO COLOURS:

espresso mix, chocolate rooted, nougat rooted, moccachino mix,  
bernstein rooted, sand rooted, sandyblonde mix, champagne rooted,  
platinblonde mix, darkauburn mix, safranred rooted,  
ginger rooted, darksnow mix, snow mix

## DATE \*\*



### DATE COLOURS:

espresso mix, chocolate mix, hazelnut mix,  
hazelnut rooted, bernstein mix, lightbernstein mix,  
sand mix, lighthoney mix, **champagne mix**,  
champagne rooted, darkauburn mix,  
hotflame mix, ginger rooted

## DATE MONO \*\*\*\* DATE LARGE \*\*



### DATE LARGE COLOURS:

espresso mix, chocolate mix, hazelnut mix,  
bernstein mix, sand mix, champagne rooted,  
darkauburn mix, ginger rooted



### DATE MONO COLOURS:

chocolate mix, hazelnut mix,  
tobacco mix, lightbernstein rooted,  
sandmulti rooted, darksand rooted,  
sand mix, caramel mix, sandyblonde rooted,  
champagne rooted, auburn mix

## CLUB 10 ★★



CLUB 10 COLOURS:

espresso mix, chocolate rooted, hazelnut rooted,  
hotmocca mix, tobacco rooted, bernstein rooted,  
**sandmulti rooted**, darksand rooted, caramel rooted,  
champagne rooted, darkauburn mix

A large, close-up portrait of a woman with short, layered hair featuring blonde highlights. She is wearing a light beige off-the-shoulder top. In the bottom right corner of the main image, there is a smaller, inset portrait of the same woman from a slightly different angle, also wearing the same top.

SKY ★★

SKY COLOURS:

espresso mix, chocolate mix, hotmocca rooted,  
tobacco rooted, **darksand rooted**,  
champagne rooted, lighthoney rooted,  
auburn rooted, safranred rooted

PLAY \*\*

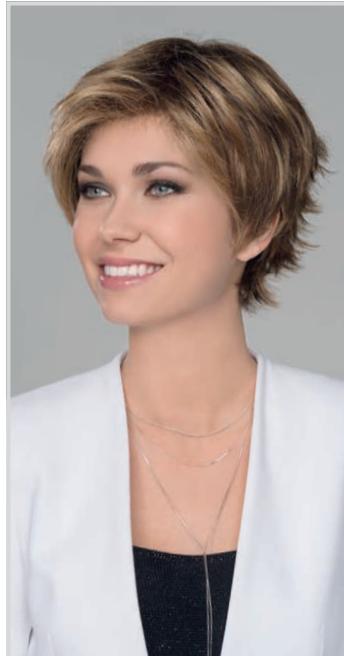


PLAY COLOURS:

espresso mix, **cappuccino softed**, nougat rooted,  
tobacco mix, bernstein rooted, darksand rooted, sand rooted,  
champagne rooted, auburn rooted,  
flame mix, safranred rooted



FLIP MONO ★★★★



FLIP MONO COLOURS:

darkchocolate mix, chocolate mix, hazelnut rooted, nougat rooted,  
**mocca rooted**, **lightbernstein rooted**, sandmulti mix, sand mix,  
sandyblonde rooted, champagne rooted, darkauburn rooted,  
pearlblonde rooted



## *The Power of Design*

Gutes Design verbindet Innovation und Inspiration. Es drückt sich im Look und in der Verarbeitung aus. Design verbindet Funktion mit Ästhetik. Man kann es nicht nur sehen, sondern spüren. Erleben Sie die Macht des Designs!

**Good design combines innovation and inspiration. It expresses itself in both look and processing. Design unites function and aesthetics. You can see and feel it. Experience the power of design!**

Un bon design relie innovation et inspiration. Il se reflète dans le look et la finition. Le design relie fonction et esthétique. On peut aussi bien le voir que le ressentir. Expérimitez le pouvoir du design !

**Un buon design connette innovazione e ispirazione. Prende vita nel look e nella lavorazione. Il design crea fusione tra funzionalità ed estetica. Non solo lo si può vedere bensì anche toccare con mano. Scopri il potere del design!**

Un buen diseño combina innovación e inspiración. Se expresa en el aspecto y en el procesamiento. El diseño combina lo práctico con la estética. No solo se puede ver sino se puede sentir. ¡Experimente el poder del diseño!

**Хороший дизайн сочетает в себе инновации и вдохновение. Он выражается в стиле и в обработке, сочетает функциональность с эстетикой. Вы можете не только видеть это, вы можете это почувствовать. Испытайтте силу дизайна!**



CLEVER ★★

PUSH UP ★★

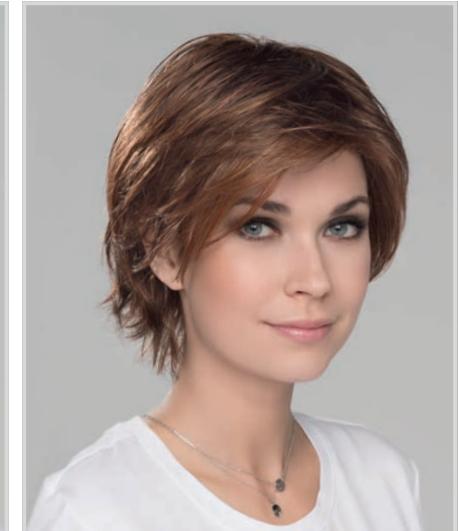


PUSH UP COLOURS:

black, espresso mix, **chocolate mix**,  
hazelnut rooted, tobacco rooted, sandyblonde rooted,  
champagne mix, aubergine mix, hotchilli mix,  
cognac rooted, ginger rooted

CLEVER COLOURS:

espresso mix, chocolate rooted, **hazelnut rooted**,  
hotmocca rooted, tobacco rooted, sand rooted,  
lightcaramel rooted, sandyblonde rooted,  
lightchampagne rooted, hotchilli rooted



# KEIRA \*\*



# CLICK \*





## RISK ★★

### RISK COLOURS:

espresso mix, darkchocolate mix, chocolate mix, hotchocolate mix,  
mocca lighted, tobacco rooted, darksand mix, caramel mix,  
sandyblonde rooted, champagne mix, **lightchampagne rooted**,  
aubergine mix, darkauburn mix, ginger rooted, pepper mix,  
salt/pepper mix, smoke mix, snow mix, silver mix

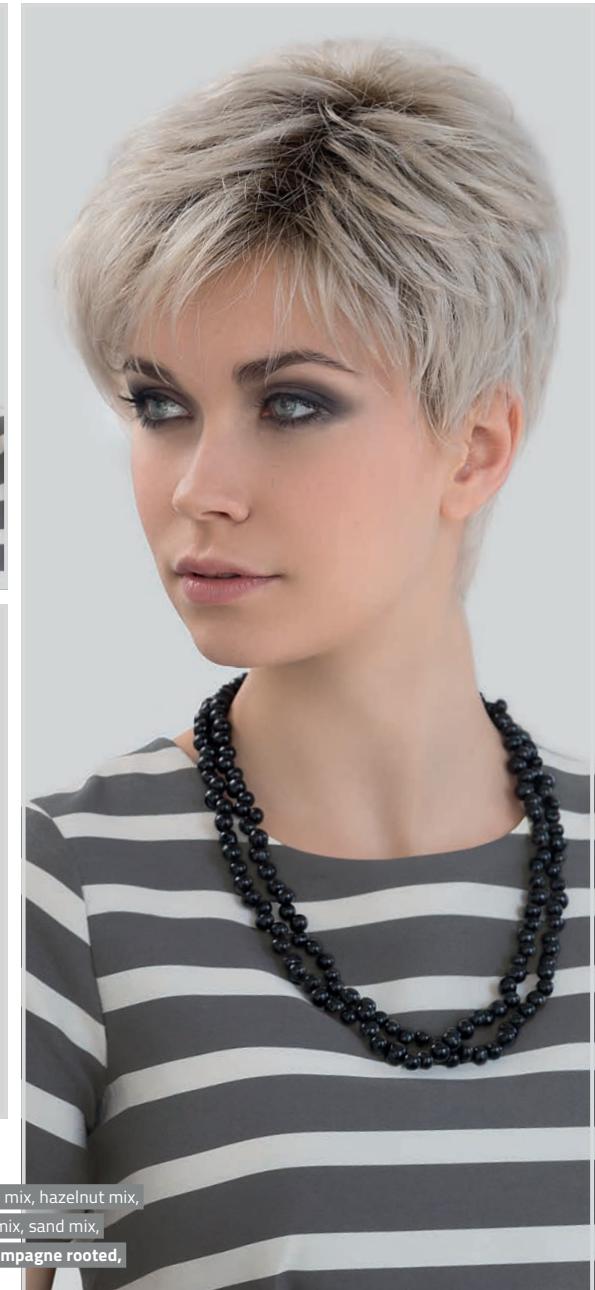
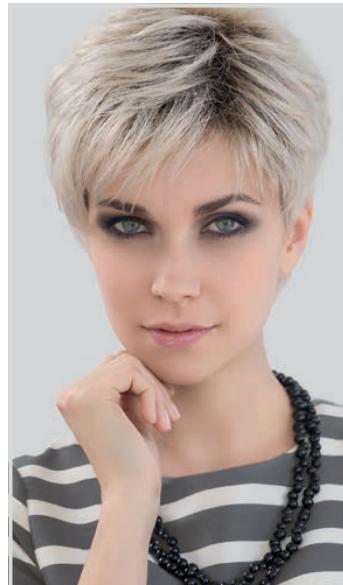
## RISK COMFORT ★★★★

### RISK COMFORT COLOURS:

espresso mix, chocolate mix, mocca mix, bernstein mix,  
sand mix, champagne rooted, platinblonde mix,  
auburn rooted, salt/pepper mix, **smoke rooted**,  
snow mix, silver rooted



## LOVE COMFORT ★★★★



## RISK SENSITIVE ★★



### RISK SENSITIVE COLOURS:

espresso mix, darkchocolate mix, chocolate mix,  
hotchocolate mix, mocca lighted, tobacco rooted, darksand mix,  
caramel mix, sandyblonde rooted, champagne mix,  
**lightchampagne rooted**, aubergine mix, darkauburn mix,  
ginger rooted, pepper mix, salt/pepper mix,  
smoke mix, silver mix

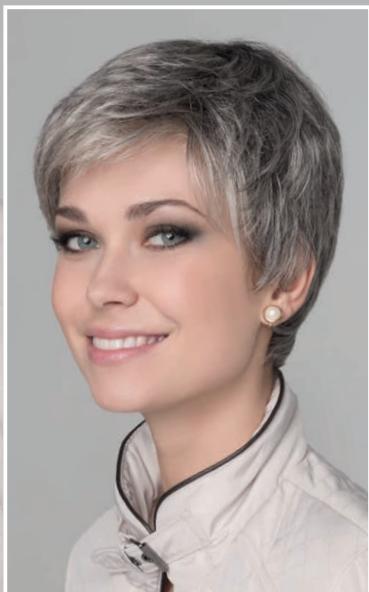
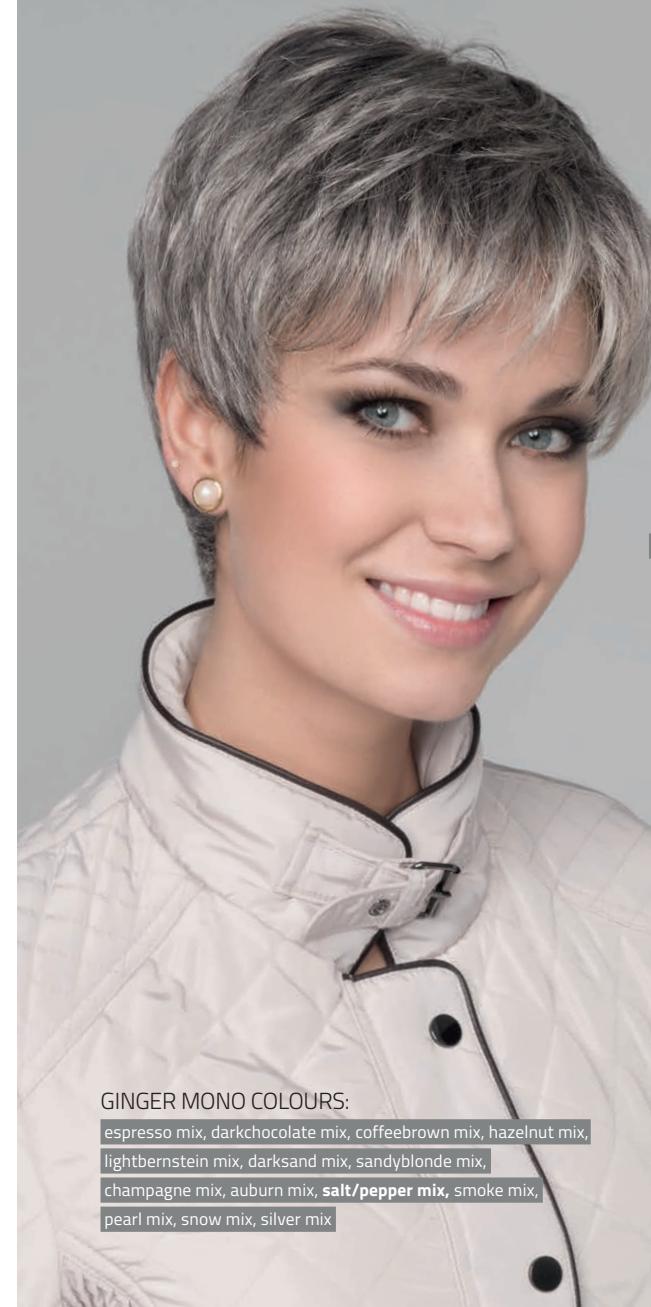


## GINGER ★★

### GINGER COLOURS:

espresso mix, chocolate mix, coffeebrown mix,  
bernstein mix, sand mix, champagne mix,  
auburn mix, **salt/pepper mix**, smoke mix,  
pearl mix, darksnow mix, white mix

GINGER MONO ★★★★  
GINGER LARGE MONO ★★★★



### GINGER MONO COLOURS:

espresso mix, darkchocolate mix, coffeebrown mix, hazelnut mix,  
lightberinstein mix, darksand mix, sandyblonde mix,  
champagne mix, auburn mix, **salt/pepper mix**, smoke mix,  
pearl mix, snow mix, silver mix

## GINGER SMALL ★★



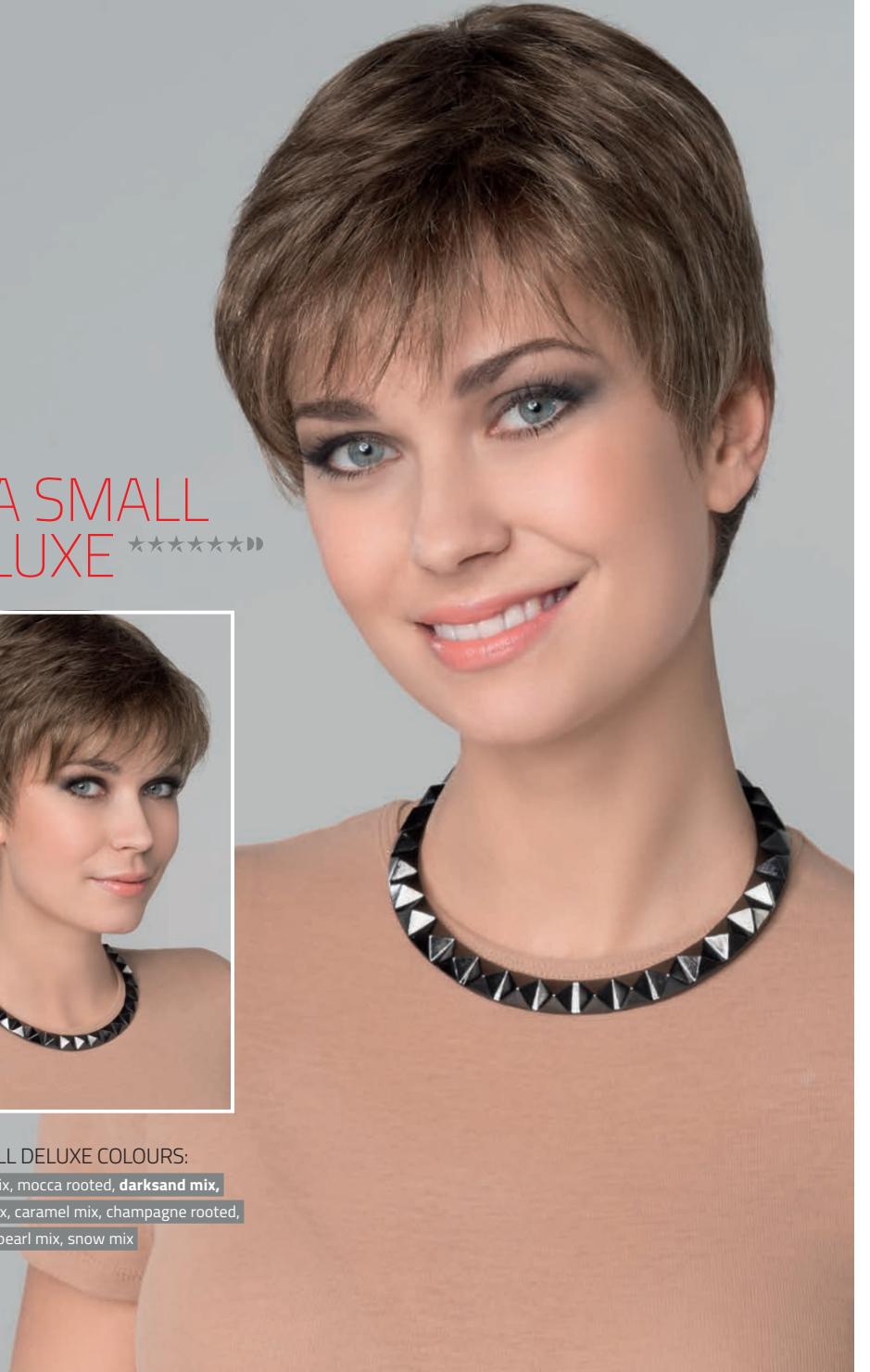
GINGER SMALL COLOURS:  
chocolate mix, coffeebrown mix, bernstein mix,  
sand mix, champagne mix, smoke mix,  
**stonegrey mix**, pearl mix, white mix



## LIZA SMALL DELUXE ★★★★★

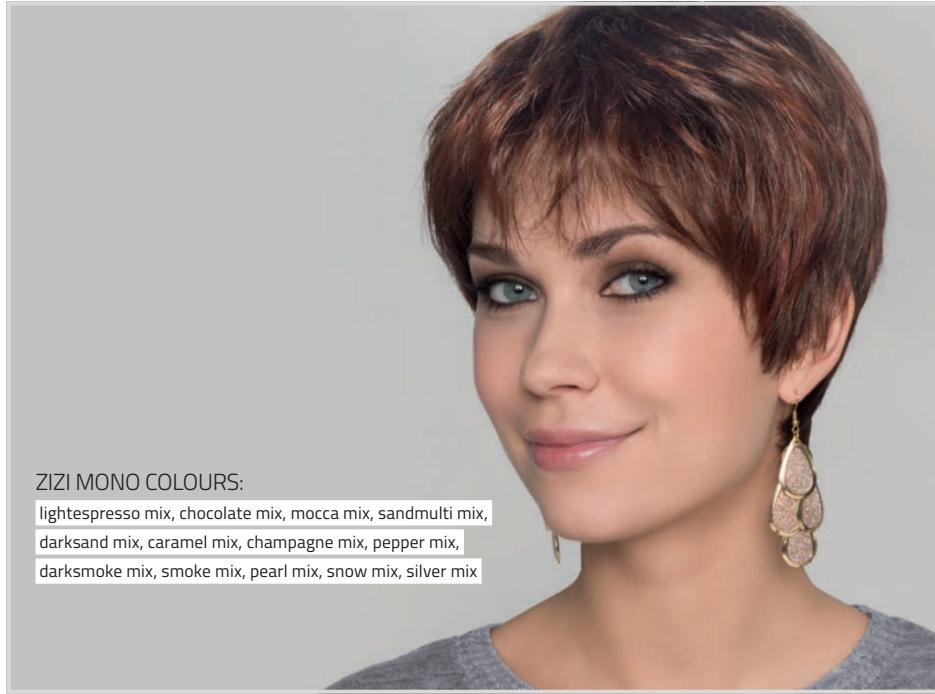


LIZA SMALL DELUXE COLOURS:  
chocolate mix, mocca rooted, **darksand mix**,  
lightsand mix, caramel mix, champagne rooted,  
smoke mix, pearl mix, snow mix



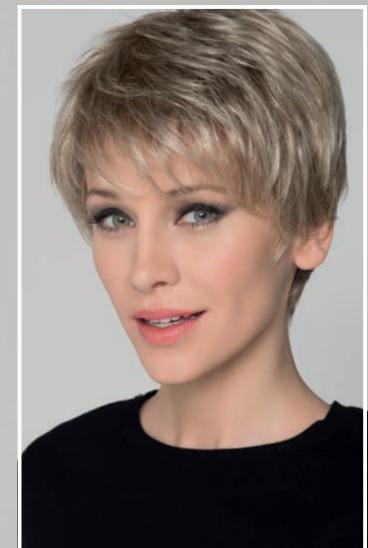
# ZIZI MONO ★★★★

## ZIZI ★★



# CAROL MONO ★★★★★

## CAROL ★★★



CAROL COLOURS:

lightespresso mix, chocolate mix, sandmulti mix,  
darksand mix, sand mix, caramel mix,  
**sandyblonde mix**, champagne mix, auburn mix,  
smoke mix, darksnow mix, snow mix



## *The Power of Luxury*

Wahrer Luxus drückt sich in der Zeit aus, die wir für unsere Leidenschaften aufbringen. Er offenbart sich in den Momenten, in denen wir innehalten können. Luxus drückt sich in Details aus. Wir bei ellen wille leisten uns den Luxus, unsere Produkte immer weiter zu verbessern und geben uns mit nicht weniger als allerhöchster Qualität zufrieden. Gönnen Sie sich die Macht des Luxus!

**True luxury reflects the amount of time we are able to spend with our passions. It manifests itself in those instants we can take time to pause and to enjoy the momentum. Luxury expresses itself in details. We, at ellen wille allow ourselves the luxury to improve our products on and on without ever being satisfied with less than highest quality standards. Allow yourself the power of luxury.**

Le véritable luxe c'est de pouvoir accorder du temps à ses passions. Il s'apprécie lorsque nous nous autorisons une pause. Le luxe s'exprime dans les détails. Chez nous, ellen wille, nous nous offrons le luxe d'améliorer continuellement nos produits et de ne nous satisfaire que de la meilleure qualité. Profitez du pouvoir du luxe !

**Il vero lusso prende forma nel tempo che dedichiamo alle nostre passioni. Si rivela nei momenti in cui possiamo fermarci a riflettere. Il lusso si concretizza nei dettagli. Noi di ellen wille ci permettiamo il privilegio di migliorare sempre di più i nostri prodotti e di essere soddisfatti solo una volta raggiunta la più alta qualità. Si faccia trasportare dal potere del lusso!**

El verdadero lujo se expresa en el tiempo que dedicamos a nuestras pasiones. Él se revela en los momentos que destinamos a la reflexión. El lujo se expresa en detalles. En ellen wille, tenemos el lujo de mejorar continuamente nuestros productos y estar satisfechos con nada menos que la más alta calidad. ¡Aproveche el poder del lujo!

**Истинная роскошь выражается в том времени, которое мы можем посвятить нашим пристрастиям. Мы ощущаем это в те моменты, когда можем остановиться. Роскошь проявляется в деталях. В ellen wille мы позволяем себе роскошь постоянно совершенствовать наши продукты и быть удовлетворёнными только самым высоким качеством. Позвольте себе роскошь!**



# IVY ★★



# COCO ★★



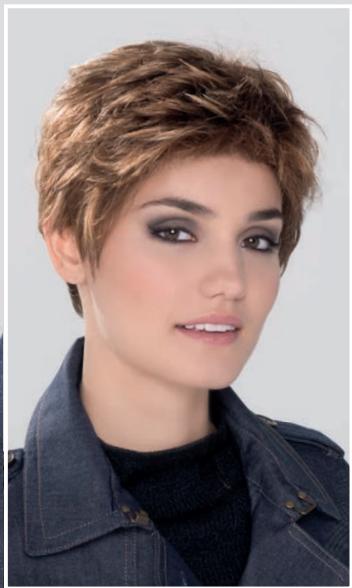
## COCO COLOURS:

espresso mix, chocolate mix, hazelnut mix, mocca rooted,  
lightbernstein rooted, sand rooted, **lighthoney mix**,  
champagne rooted, platinblonde rooted, auburn mix, salt/pepper mix,  
stonegrey mix, pearl mix, snow mix, silver mix

## IVY COLOURS:

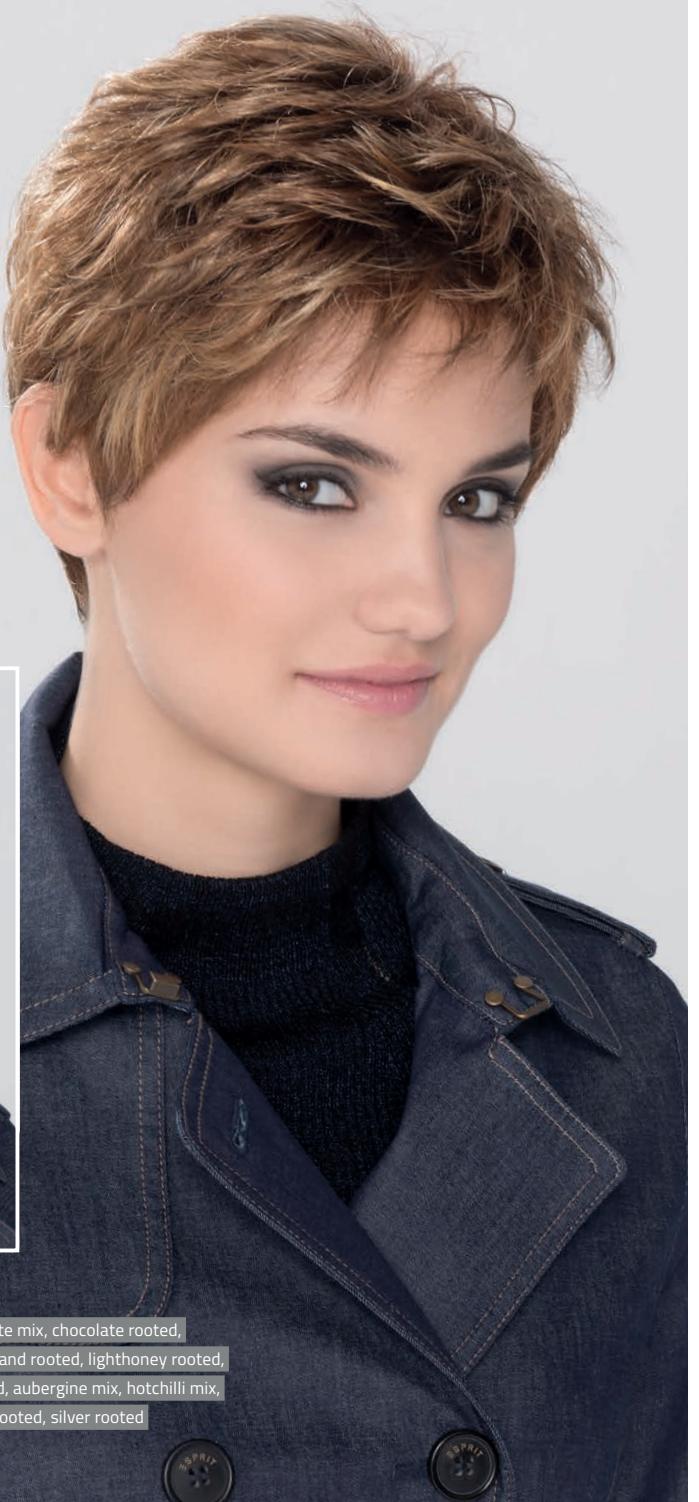
espresso rooted, darkchocolate rooted, chocolate rooted,  
mocca rooted, lightbernstein rooted, caramel rooted,  
sandyblonde rooted, champagne rooted, lightchampagne rooted,  
**flame mix, hotcinnamon mix, cognac mix,**  
salt/pepper mix, snow mix

## JOLLY ☆



### JOLLY COLOURS:

cosmoblack mix, espresso mix, darkchocolate mix, chocolate rooted,  
**mocca rooted, lightbernstein rooted,** darksand rooted, lighthoney rooted,  
sandyblonde rooted, lightchampagne rooted, aubergine mix, hotchilli mix,  
mangored mix, salt/pepper mix, darksnow rooted, silver rooted



## GOLF ☆



### GOLF COLOURS:

black, espresso mix, chocolate mix, hazelnut mix,  
bernstein rooted, lightbernstein mix, sandmulti mix, sand mix,  
sandyblonde rooted, champagne mix, aubergine mix, auburn mix,  
hotchilli mix, **cognac mix**, ginger rooted, pearl rooted



# FAIR MONO ★★★★

## FAIR ★★



FAIR COLOURS:

espresso mix, chocolate mix, tobacco rooted,  
**lightbernstein rooted**, sand mix, sandyblonde rooted,  
champagne rooted, lightchampagne rooted,  
aubergine mix, auburn rooted, safranred rooted



# CARA 100 DELUXE ★★★★★

# CARA SMALL DELUXE ★★★★★



BO MONO ★★★★

BO MONO COLOURS:  
hotespresso mix, darkchocolate mix, mocca mix,  
lightbernstein rooted, darksand rooted,  
**sandyblonde rooted**, champagne rooted, auburn mix,  
pearlblonde rooted, snow mix

## LIGHT MONO ★★★★



### LIGHT MONO COLOURS:

darkchocolate mix, chocolate mix, nougat mix,  
sandmulti mix, darksand mix, sand mix, caramel mix,  
champagne mix, salt/pepper mix, darksmoke mix,  
smoke mix, stonegrey mix, **pearl mix**,  
darksnow mix, snow mix



## ONLY MONO ★★★★



### ONLY MONO COLOURS:

espresso mix, darkchocolate mix, hazelnut mix,  
mocca rooted, lightbernstein mix, darksand mix,  
sandyblonde mix, champagne mix, auburn mix,  
salt/pepper mix, **smoke mix**, snow mix



## FOXY ★♦ FOXY SMALL ★♦

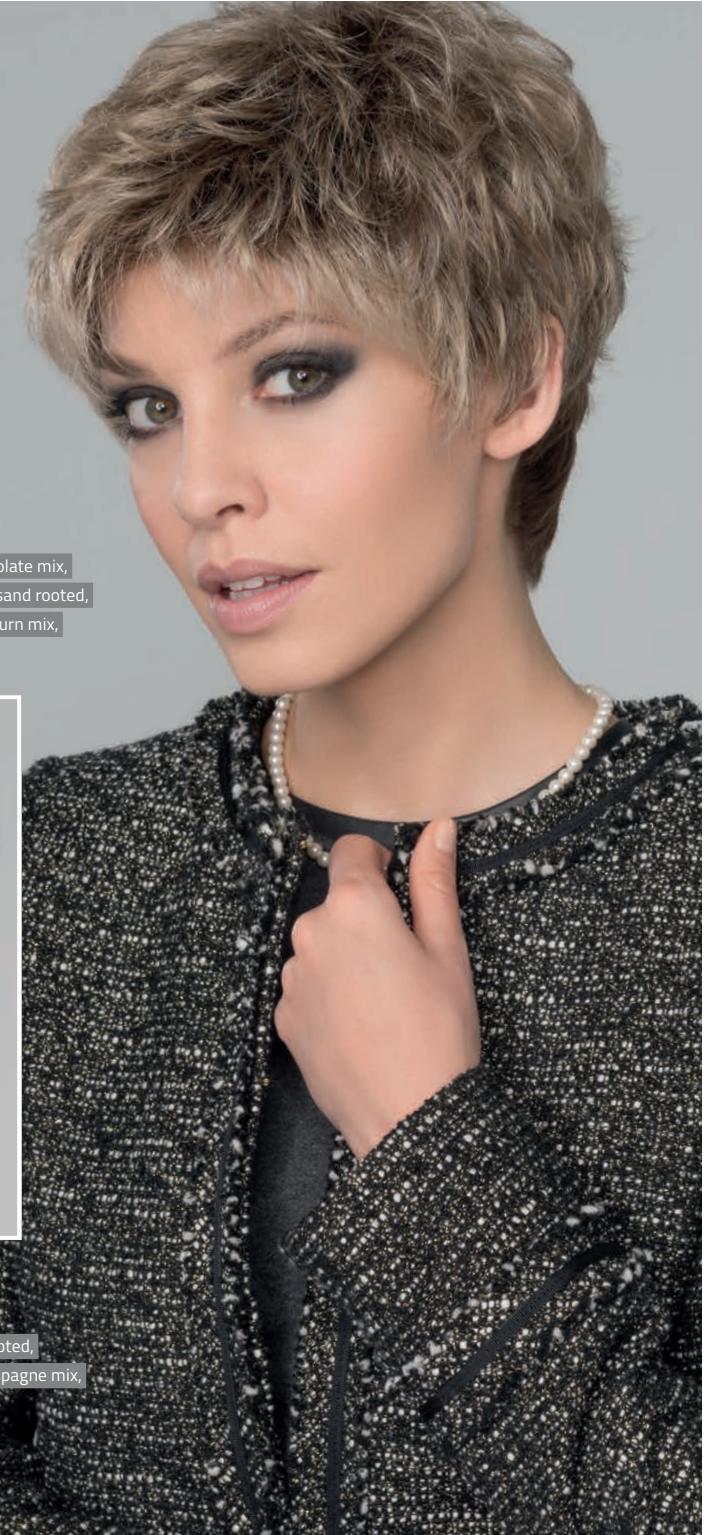
### FOXY COLOURS:

espresso mix, darkchocolate rooted, chocolate mix,  
bernstein rooted, **sandmulti rooted**, darksand rooted,  
sandyblonde rooted, champagne mix, auburn mix,  
salt/pepper mix, snow mix



### FOXY SMALL COLOURS:

espresso mix, chocolate mix, bernstein rooted,  
**sandmulti rooted**, darksand rooted, champagne mix,  
salt/pepper mix, snow mix





## *The Power of Fashion*

Wahrer Stil kommt niemals aus der Mode. Die Mode ist der Pinsel, der uns hilft, die Farbtupfer zu setzen und Nuancen aufzutragen, die das Bild von uns selbst vervollständigen. Das schönste Accessoire ist unsere Ausstrahlung. Keine Scheu – nutzen Sie die Macht der Mode!

**True style will always be in vogue. Fashion is the paintbrush that helps us applying the shades of colour to complete the picture of ourselves. The most beautiful accessory is our aura. Do not be shy! Make use of the power of fashion!**

Le vrai style ne se démode jamais. La mode, c'est le pinceau qui nous permet de mettre des touches de couleur et d'apporter des nuances qui complètent notre image personnelle. Un bel accessoire illumine votre look. Pas de honte ! Utilisez le pouvoir de la mode !

**Il vero stile non proviene dalla moda. La moda è il pennello che ci aiuta a fissare le basi dei colori e le loro sfumature, che perfezionano il quadro di noi stessi. L'accessorio più bello è il nostro carisma. Non si ponga limiti! Usi il potere della moda!**

El verdadero estilo nunca pasa de moda. La moda es el pincel que nos ayuda a establecer las salpicaduras de color y aplicar matices que completan la imagen de uno mismo. El accesorio más hermoso es nuestro carisma. ¡No sea tímido! ¡Use el poder de la moda!

**Истинный стиль никогда не выходит из моды. Мода – это кисть, с помощью которой мы можем поставить цветовые акценты и подчеркнуть нюансы, дополняющие картину нашего образа. Самый красивый аксессуар – наша харизма. Не стесняйтесь! Используйте силу моды!**



# TAKE \*\*



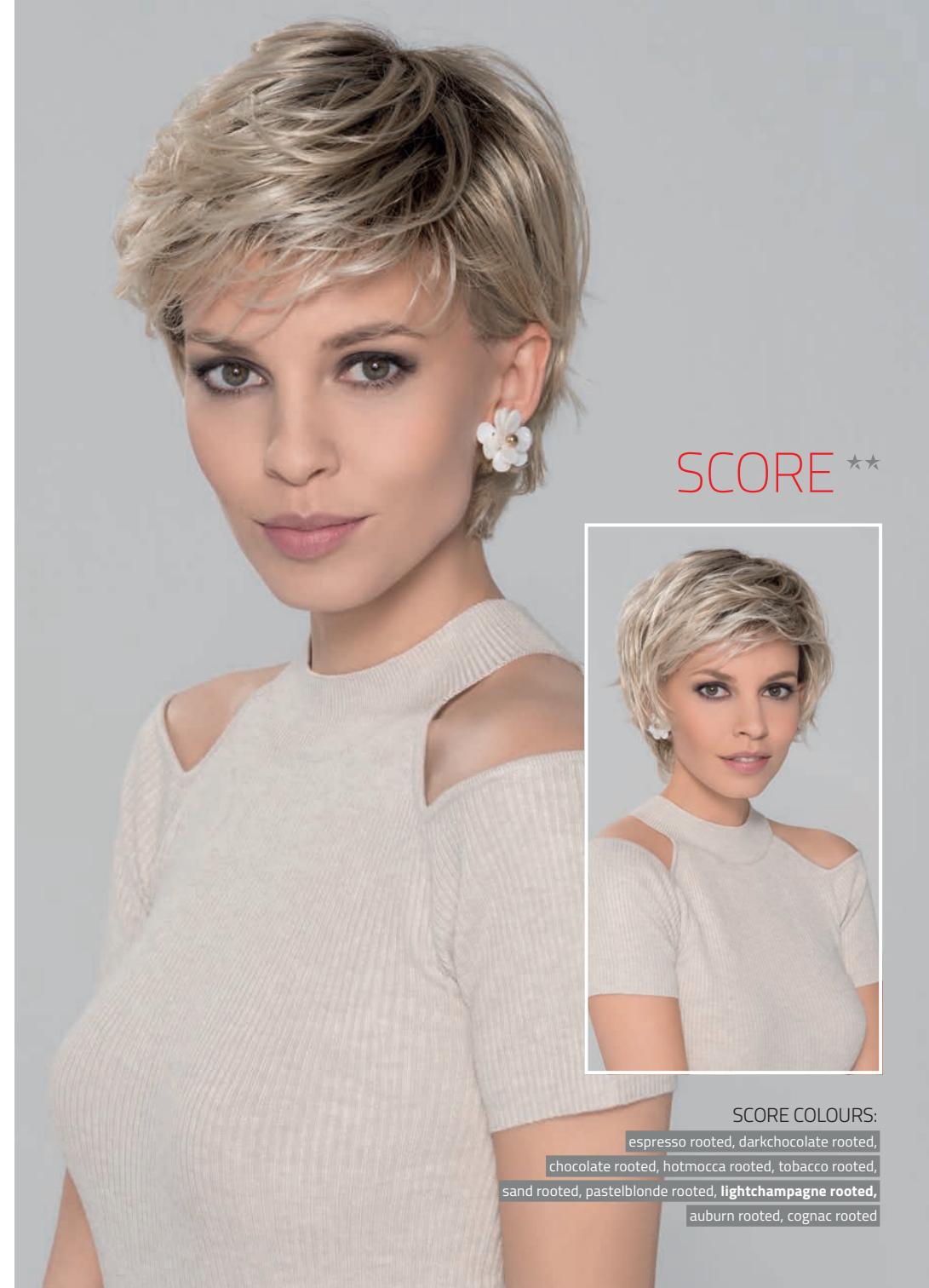
TAKE COLOURS:  
espresso mix, darkchocolate mix, chocolate mix,  
**tobacco rooted**, sandmulti mix, darksand mix,  
sandyblonde rooted, smoke mix, snow mix, white mix

# MIA MONO \*\*\*\*

## MIA MONO COLOURS:

darkchocolate mix, chocolate mix, hotmocca mix,  
hazelnut mix, lightberstein rooted, **sandmulti rooted**,  
sand mix, champagne mix, platinblonde mix,  
auburn mix, salt/pepper mix, snow mix





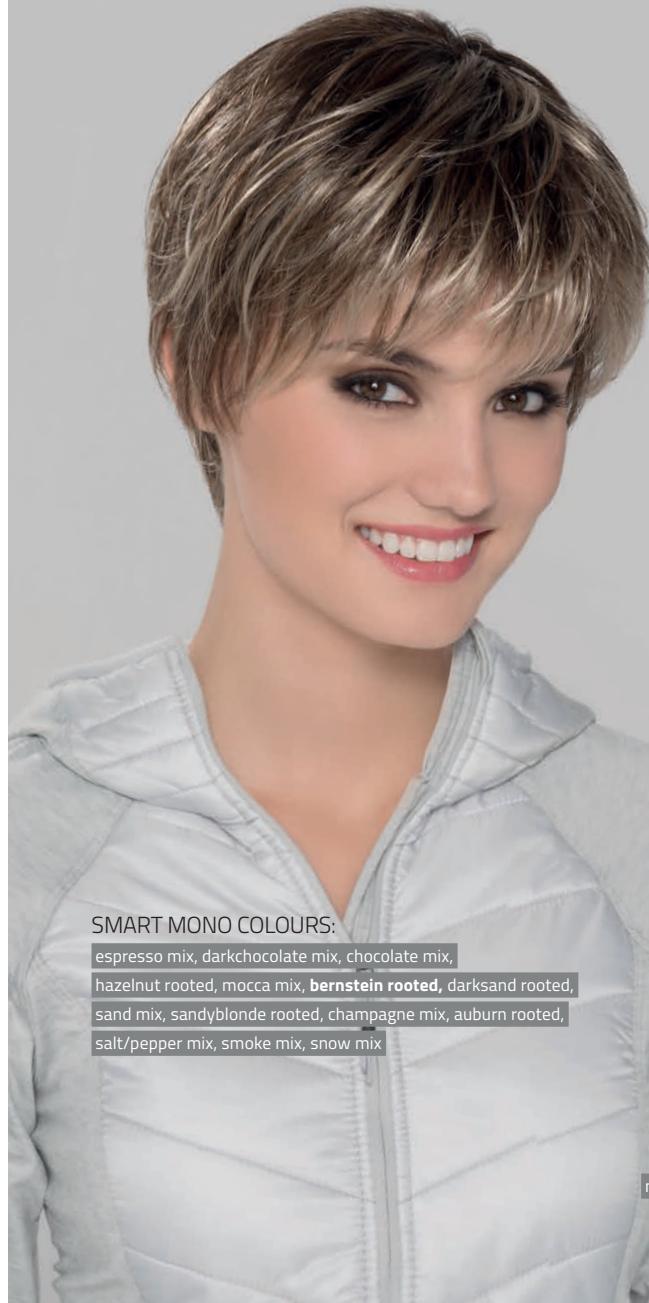
## EVER MONO ★★★★



### EVER MONO COLOURS:

darkchocolate mix, chocolate mix, hazelnut rooted,  
bernstein rooted, sandmulti rooted, sand rooted, **caramel mix**,  
champagne rooted, pearlblonde rooted, cinnamon mix,  
salt/pepper mix, snow mix

## SMART MONO ★★★★ SMART LARGE MONO ★★★★



### SMART MONO COLOURS:

espresso mix, darkchocolate mix, chocolate mix,  
hazelnut rooted, moccasin mix, **bernstein rooted**, darksand rooted,  
sand mix, sandyblonde rooted, champagne mix, auburn rooted,  
salt/pepper mix, smoke mix, snow mix



### SMART LARGE MONO COLOURS:

espresso mix, chocolate mix, hazelnut rooted,  
**moccasin mix**, **darksand rooted**, sandyblonde rooted,  
champagne mix, smoke mix, snow mix