



# HELL IS FOR HEROES

**FALL WINTER  
COLLECTION  
2010-11**





Woman



# EXTREME



Technical 4-way stretch Nylon with internal waterproof coating

07

08

87

Heavy Shell Fabric:



20.000 water column

10.000 breathability

89

33

Light Shell Fabric:



15.000 water column

10.000 breathability

Padding: Primaloft®

Body 100 gr - Sleeves 60 gr

Taped seams

Detachable fur trim

Removable belt

Jewel bracelet on the inside



*Mellow*

10WM HWJCK EX04



*Star 8000*

10WM HWJCK EX02



11 07

101

08 07

102

07 07

07

08 08

08

07 89

103

33 07

105



Woman

# EXTREME



11 07

101

08 07

102

08 08

08

07 89

103

33 07

105

07 07

07

*Slider*

10WM HWJCK EX01



89 08

104

07 07

07

08 07

102

87 07

106

*Moot*

10WM HWJCK EX03



07

08

89

11

87

*Must*

10WM HWJCK EX05



Woman



# EXTREME



Technical 4-way stretch Nylon with internal waterproof coating

Heavy Shell Fabric:



20.000 water column  
10.000 breathability

Light Shell Fabric:



15.000 water column  
10.000 breathability

Lining: Back - ecofur

Front + hood - Crinkle velvet

Sleeve padding - Primaloft® 60 gr

Taped seams

Detachable fur trim

Removable belt

Jewel bracelet  
on the inside



*Scout*

10WM HWJCK EX06

87 07	08 07	11 07	33 07	89 08
106	102	101	105	104

08 07	102
11 07	101
89 08	104
07 07	07
33 07	105



*Lalla*

10WM HWJCK EX07







# EXTREME



*Woman*

**Heavy Shell Fabric:**

Technical 4-way stretch Nylon  
with internal waterproof coating: 20.000 water column  
10.000 breathability

**Padding:** 80% Down - 20% Feathers

Taped seams

Jewel bracelet on the inside



07

08

89

87

*Synthesis*  
10WM HWJCK EX09





Woman



# EXTREME



07

87

89

08

33

11



**Heavy Shell Fabric:**

Technical 4-way stretch Nylon  
with internal waterproof coating:  
20.000 water column  
10.000 breathability

**Padding:** Suzutora  
(Japanese thermal  
insulation technology)

Taped seams

*Aretha*

10WM HWPAN EX10

**Light Shell Fabric:**

Technical 4-way stretch Nylon  
with internal waterproof coating:  
15.000 water column  
10.000 breathability

**Padding:** Suzutora  
(Japanese thermal  
insulation technology)

Taped seams

07

87

89

08

33

11



*Victoria*

10WM HWPAN EX11





*Man*



# EXTREME

## Heavy Shell Fabric:

Technical 4-way stretch Nylon

with internal waterproof coating: 20.000 water column

10.000 breathability

**Padding:** Suzutora (Japanese thermal insulation technology)

Taped seams



07

87

89

08

11

*Forever*  
10WM HMJCK EX01

RACING DEPT.





Woman

# TRAIL

Shell Fabric: Taffeta : 5.000 water column  
5.000 breathability

Internal waterproof coating

Padding: 80% Down - 20% Feathers

Removable belt

Jewel bracelet on the inside

07	
07	33
107	

35	
35	08
108	

07	
07	08
109	

07	
07	30
110	



07
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35
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08
----

*Metz*

10WM HWJCK TR03





Woman

# TRAIL

Shell Fabric: Taffeta : 5.000 water column  
5.000 breathability

Internal waterproof coating

Padding: 80% Down - 20% Feathers

Removable belt

Jewel bracelet on the inside

31
35 07

111

07
07 08

109

07
07 35

112

35
35 08

108

08
08 07

102



*Sunny Africa*

10WM HWJCK TR02





Woman

# TRAIL

Shell Fabric: Taffeta : 5.000 water column  
5.000 breathability

Internal waterproof coating

Padding: Suzutora (Japanese thermal insulation technology)

Taped seams

99

*Tracy*

10WM HWPAN TR06



07

08

35

33

30

*Lina*

10WM HWPAN TR05



Woman

# TRAIL

Shell Fabric: Taffeta:

5.000 water column

5.000 breathability

Internal waterproof coating

Padding:

80% Down

20% Feathers

Removable belt

Jewel bracelet inside

\*Taped seams



\* Montana

10WM HWJCK TR01

07	35	30
08	33	

07
35



08
08 07
102

08
08 35
113

33
33 07
105

30
30 07
114

Snow star

10WM HWJCK TR04





Woman



# SPORTSWEAR



Shell Fabric: Micro rip-stop 100% Nylon

Padding: 80% Down - 20% Feathers

Detachable fur trim

Jewel bracelet on the inside



*Silver Queen*  
10WM HWJCK SW03

35
35 35
35

08
08 07
102

08
08 08
08

07
33 07
105

31
31 31
31

07
11 07
101



*More*  
10WM HWJCK SW01

35
35 35

07
07 07

08
08 08

33
33 33

31
31 31





# SPORTSWEAR



Shell Fabric: Micro rip-stop 100% Nylon

Padding: 80% Down - 20% Feathers

Jewel bracelet on the inside



*Sunrise*  
10WM HWJCK SW02

08	
11	07

101

35	
35	35

35

07	
08	07

102

07	
07	07

07

07	
33	07

105

08	
08	08

08

31	
31	31

31

31	
07	07

07

31	
31	31

31

31	
35	35

35

11	
11	11

11

08	
08	08

08

33	
33	33

33



*Sierra*  
10WM HWJCK SW04





Woman



# SPORTSWEAR



Shell Fabric: 100% Polyester

Padding: 80% Down - 20% Feathers

Detachable fur trim



*Cabin fever*

10WM HWJCK SW05

08

32







# SPORTSWEAR



*Woman*

Fabric: Corduroy:

10.000 water column

5.000 breathability

Padding: 80% Down 20% Feathers

Detachable real fur trim



*Cole*

10WM HWJCK SW08



*Collar*

10WM HWJCK SW06



*Camel*

10WM HWJCK SW07

36

35





*Man*

# SPORTSWEAR

Shell Fabric: 100% Polyester

Padding: 80% Down - 20% Feathers

Detachable fur trim

08



*Ford*

10WM HMJCK SW02

08

23



*Air Force*

10WM HMJCK SW01





*Man*

# SPORTSWEAR

Shell Fabric: 100% Polyester

Padding: 80% Down - 20% Feathers



08

23



*Mustang*

10WM HMJCK SW03





Woman



# LEATHER



Leather: 100% Calfskin  
Lining: Eco fur & crinkle velvet

14



*Killer*

10WM HWJCK LE01

Leather: 100% Calfskin  
Lining: 100% Polyester  
Padding: 80% Down 20% Feathers

14



*Bounty*

10WM HWJCK LE02







# LEATHER



Leather: 100% Calfskin

Padding: Suzutora (Japanese thermal insulation technology)

*Jackie ski pants*  
*Woman*

10WM HWPAN LE03

14

14

*John ski pants*  
*Man*

10WM HMPAN LE01





Woman



# SOFTSHELL



Shell Fabric: Laminated 3-layer fabric

Padding: 70% Down - 30% Feathers



07
07
07

07

08
08
08

08

08
08
08

102

07
89
07

115

07
11
07

101

07
33
07

105

*Power*

10WM HWFLE S002

08

07

11

33

89



*Happy*

10WM HWFLE S001





*Man*

# SOFTSHELL

Shell Fabric: Laminated 3-layer fabric

Padding: 70% Down - 30% Feathers

89

08

07



*Quarter*

10WM HMFLE S001

RACING DEPT.





Woman



# SOFTSHELL



Fabric: Laminated 3-layer fabric



89

08

07

11

33

*Louch*

10WM HWFLE S004

33 07  
105

11 07  
101

08 07  
102

07 07  
07

89 07  
115

08 08  
08



*Good*

10WM HWFLE S005





Woman



# THERMALS



Fabric: Polar fleece 88% PL - 12% Spandex



*Smile*

10WM HWFLE TH02



*Freedom*

10WM HWFLE TH01

07 07 07	08 08 08	11 07 101	33 07 105
07 33 107	08 07 102		
07 08 109			



*Great*

10WM HWFLE TH03



*Fire*

10WM HWFLE TH05



*Statement*

10WM HWFLE TH04

07	08	11	33
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Woman



# TEDDY BEAR



Shell fabric: Polar fleece 100% Polyester

Padding: 70 % Down - 30% Feathers



*Pretty Woman*

10WM HWFLE TB02



*Notting Hill*

10WM HWFLE TB03



*Easy Rider*

10WM HWFLE TB01

07

08

31

87

23

33







# TEDDY BEAR



*Woman*

Fabric: Polar fleece 100% Polyester



*Goldfinger*

10WM HWFLE TB05



*Feeling*

10WM HWELE TB04

07

08

31

87

23

33





Woman  
Man



# FLEECE



Shell fabric: 100% Cotton Fleece

Detachable internal padded vest: synthetic padding



*Thunderball*

10WM HWFLE FL02

*Thunder*

10WM HMFLE FL02



*Octopussy*

10WM HWFLE FL01

*Mission*

10WM HMFLE FL01

Fabric:

100% Cotton Fleece

*Psycho*

10WM HWFLE FL03

*Motel*

10WM HMFLE FL03



89

88

07

23

31



Woman sizes :

XS

S

M

L

XL

Man sizes :

S

M

L

XL

XXL



Woman



# KNITWEAR



\* Yarn: 80% Wool - 20% PA

\*\* Yarn: 85% Silk - 15% Cashmere



07

08

36

\* *Sioux*

10WM HWKNI KN04



\*\*

*Squaw*

10WM HWKNI KN05

07

08

88



07

08

36

\* *Austria*

10WM HWKNI KN03



07

08

35

\* *Apache*

10WM HWKNI KN06





Woman



# KNITWEAR



Yarn: 85% Silk - 15% Cashmere



*Hopi*

10WM HWKNI KN01



08

07

*Neck*

10WM HWKNI KN07

88

08

07



*Moon*

10WM HWKNI KN02





*Woman*

# KNITWEAR

Yarn: 80% WO 20% PA



*Sun*

10WM HMKNI KN08

35

08

07

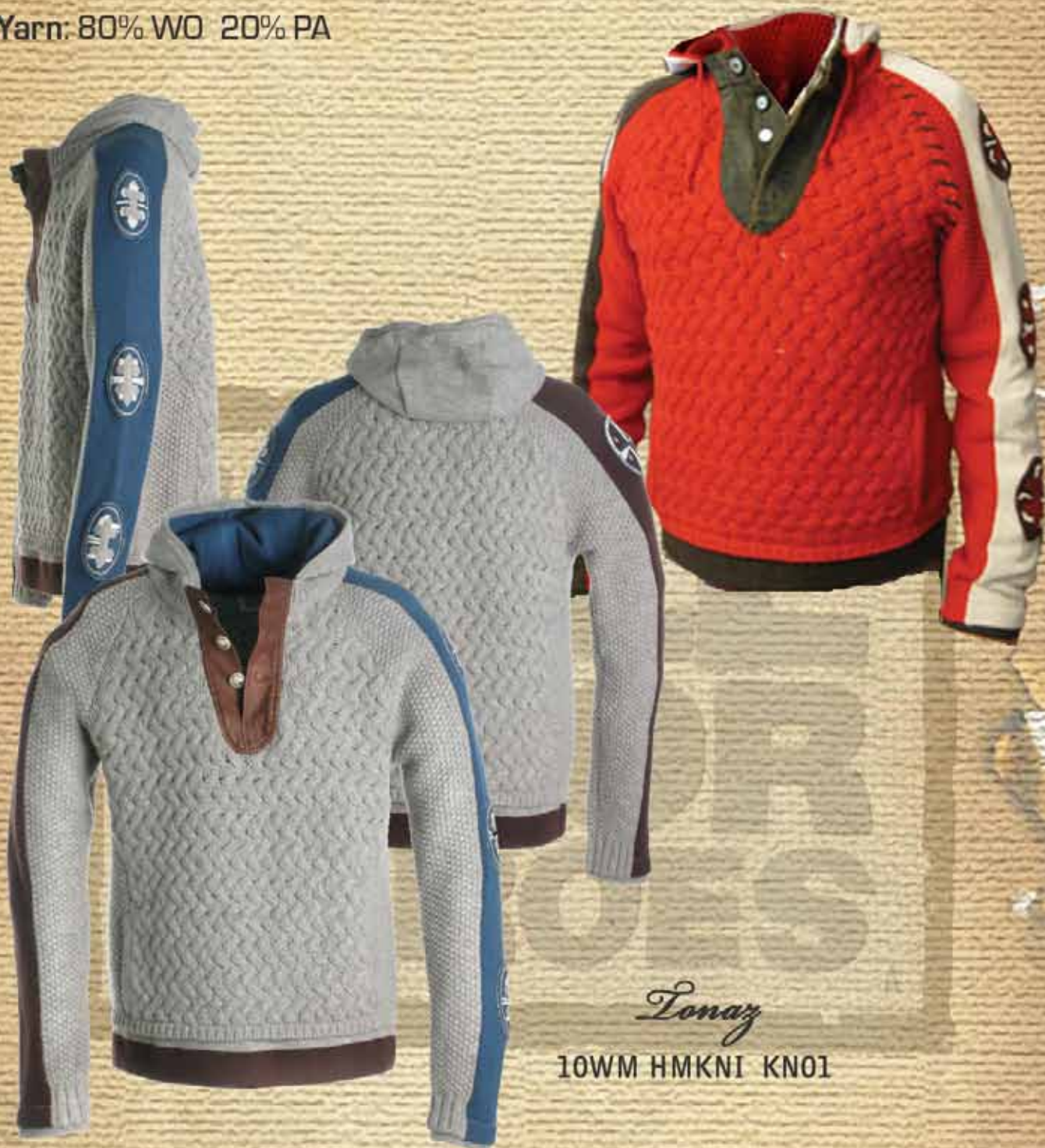




*Man*

# KNITWEAR

Yarn: 80% WO 20% PA



*Lonaz*

10WM HMKNI KN01

87

33







**HELL  
IS FOR  
HEROES**

**ACCESSORIES**





*Woman*



# BAGS



*Skier*  
10WM HMACC BA01



*Independence*  
10WM HMACC BA05





Woman



# BAGS



*Gentle*

10WM HMAcc BA03



*Lady*

10WM HMAcc BA02



*Square*

10WM HMAcc BA04





*Woman*



# FOOTWEAR



*Alberta*  
10WM HWACC FW02



*Aspen*  
10WM HMAcc FW01





**HELL  
IS FOR  
HEROES**





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