

HAMMAMAS LOOKBOOK

2025-2026



HAMMAMAS



The beauty of Hammamas

Hammamas this season really has got something for everyone. With many different colours and styles to choose from it is easy to create a selection to suit your store and offering.

Hammamas in all their technicolour glory to the softer, multi layered jacquard weaves. We have towels and throws that are perfect for beach, fashion, home, hotels and lifestyle stores

The beauty of Hammamas is in the vibrancy and versatility of this wonderful product and this is why everyone who buys one Hammamas comes back for a second. Many people have replaced their traditional towels for Hammamas at home.

Welcome to the Hammamas brand journey.

Model wears Bold Iris/White



Multi-purpose

Hammamas are the multiple purpose 'Clever Cotton Towel'. Made in Turkey from 100% highest quality cotton, Hammamas absorb water as fast as a normal towel, dry very quickly and wrap up to nothing making them easy to carry. Because they are super compact, they are also the perfect travel towel.

Hammamas double up as sarongs, beach wraps, gym towels, baby wraps, bath towels, tablecloths, picnic rugs, throws. Their uses are only limited by your imagination.

We are real people who care about our products, our environment, the family co-operatives we work with, our relationships with suppliers and our customers. We have our own representation and production relationships in Turkey to ensure product supply and quality are closely controlled.

Towels

Model wears Hip Charcoal / Dove

HAMMAMAS ORIGINAL

Candy HO 032A

Flame HO 041A

Blush HO 048A

Coral HO 034A

Watermelon HO 011A

Lolly HO 043A

Rose HO 010A

Citrus HO 015A

Lime HO 016A

Guppy - HO 047A

Charcoal HO 022A

Olive HO 017A

Stone HO 030A

Sand HO 009A

Dove HO 023A

Ash HO 038A

Sunshine HO 021A

Orange HO 029A

Tangerine HO 014A

Daisy HO 046A

A kaleidoscope of colour. Our Original range come in a vast range of colours, making them great beach towels, and perfect to take on holiday. Compact, absorbent, fast drying, simply life changing.

Model wears Hammamas Original Spearmint



Ocean HO 008A

Apple HO 020A

Cornflower HO 037A

Emerald HO 045A

Navy HO 033A

Sage HO 042A

Denim HO 019A

Mint HO 005A

Lilac HO 004A

Spearmint HO 031A

Iris HO 040A

Azure HO 018A

Grape HO 0003A

Aqua HO 007A

HAMMAMAS ORIGINAL

Size 180cm x 100cm



Spearmint / Azure HBB 007

Watermelon / Lime HBB 002

Lilac / Taupe HBB 004

Apple / Aqua HBB 005

Daisy / White HBB 006

Aqua / White HBB 007

Spearmint / White HBB 008

Watermelon / White HBB 009

Iris / White HBB 011

Azure / White HBB 010

Mint / Navy HBB 012

Azure / Daisy HBB 013

Navy / Denim / Dove HBB 021

Charcoal / White HBB 018

Grape / Aqua / Apple HBB 017

Tangerine / Iris / Mint HBB 016

Cornflower / Mint / Coral HB 020

Blush / Denim / Daisy HBB 015

Navy / Sky / Citrus HBB 019

Raspberry / Navy HBB 031

Guppy / Dove / Sky HBB 014

Size 180cm x 100cm

The best selling colours in the Original range combined with striking contrasts in bold chunky stripes has created a range that is quintessential beach cool.

Model wears Hammamas Apple / Aqua

HAMMAMAS BOLD

HAMMAMAS BOLD

Size 180cm x 100cm

Model wears Hammamas
Bold Navy / White



Sand / White HBB 025

Flame / White HBB 026

Sage / White HBB 027

Dove / White HBB 028

Navy / White HBB 029

Navy / Lolly HBB 030

HAMMAMAS CLASH

Model wears Candy / Iris / Orange

Size 180cm x 100cm

Our Clash range celebrates two bold stripes with a clash colour of orange. The result is a towel with attitude and punch.

Guppy / Spearmint / Orange HBC 001

Watermelon / Navy / Orange HBC 003

Guppy / Navy / Orange HBC 005

Spearmint / Azure / Orange HBC 001

Daisy / Grape / Orange HBC 002

Candy / Iris / Orange HBC 006

Flame / Aqua / Orange HBC 004



HAMMAMAS REEF

Size 180cm x 100cm

Hammamas Reef has a distinct look of glamour. The bold and slim stripes with great colour combinations make a real statement.

Model wears Reef Orange / Fuschia

Ash / Raspberry HRR 005

Iris / Orange HRR 006

Watermelon / Denim HRR 002

Orange / Fuschia HRR 003

Navy / Raspberry HRR 001

Apple / Navy HRR 007

Daisy / Aqua HRR 004

Spearmint / Azure HRR 008

Lilac/Navy HRR 009



HAMMAMAS

RIPPLE

THE FUN AND FRESH FINER STRIPE

Size 180cm x 100cm

Hammamas Ripple is our finer stripe towel with fun and fresh colour combinations, inspired by the Mediterranean and Aegean Seas.

Perfect beach attire the world over.

Model is using Ripple Mint / Citrus

Azure / Orange HRI 003

Apple / Blush HRI 004

Candy / White HRI 002

Mint / Citrus HRI 005

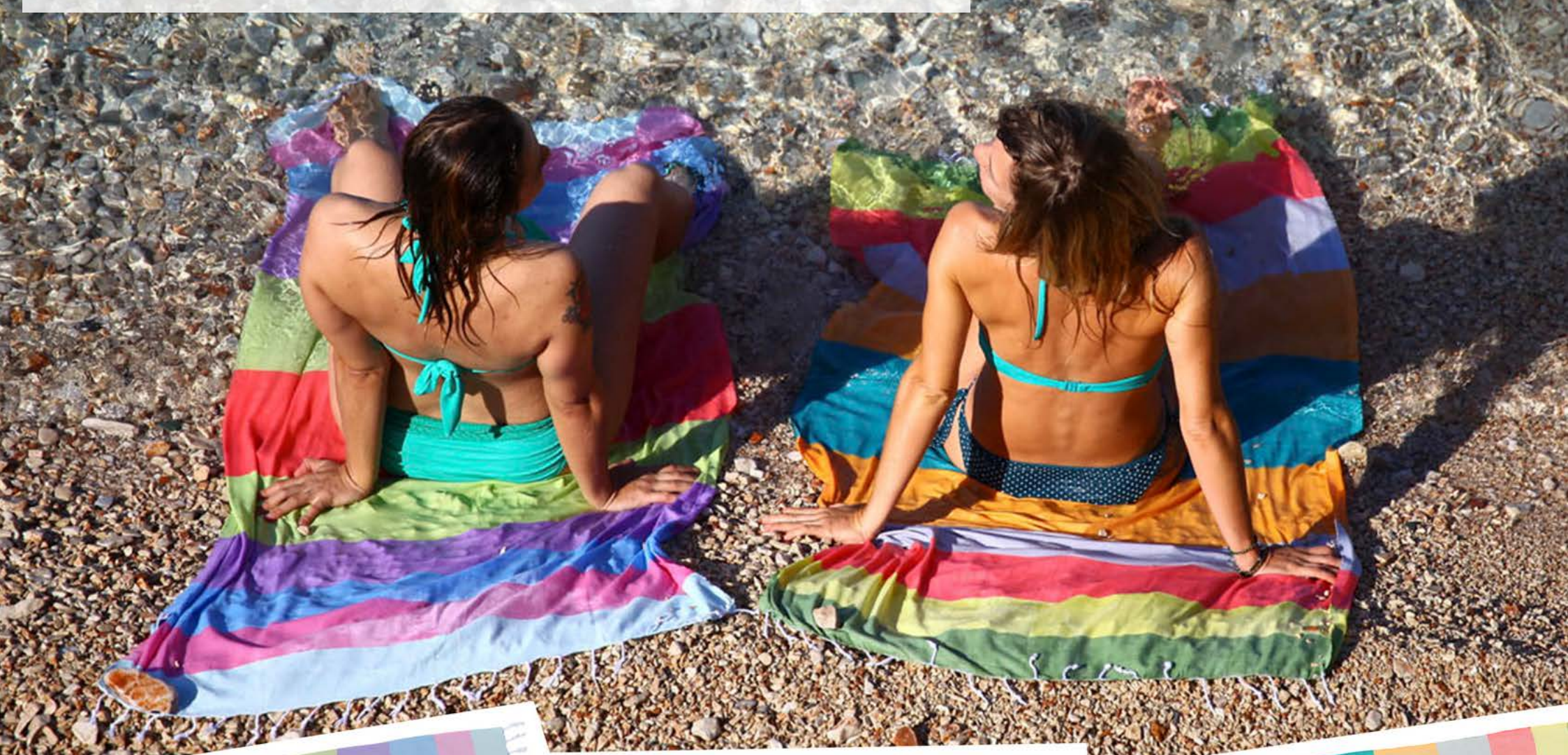
Navy / White HRI 001

HAMMAMAS SPLICE

Size 180cm x 100cm

A beautiful design with the traveller in mind.

Models wear Splice Dolce & Splice Rizo



Dolce HS 001

Med HS 002

Rizo HS 003

Size 180cm x 100cm

A timeless design with a fresh new look.
Our favourite colour combos reflects the
perfect island lifestyle.

Models wearing Calypso Reggae
and Calypso Mento

Jazz HCA 003

Samba HCA 002

Blues HCA 001

Reggae HCA 004

Mento HCA 005

Sol HCA 006



HAMMAMAS
CALYPSO



SÚL

Aqua HO 007K

Daisy HO 046K

Navy HO 033K

Watermelon HO 011K

Spearmint HO 031K

Dove HO 023K



HAMMAMAS

BUBS

Size 60cm x 90cm, Toddlers - up to 3 years

HAMMAMAS JUMBO

Size 230cm x 160cm

Jumbo is our double sized towel. It gives you the room to stretch and enjoy or even share your space.



Apple / Dove HJ 006

Navy / White HJ 007

Watermelon HJ 002

Aqua HJ 001

Spearmint HJ 003

Flame HJ 005

Navy HJ 004

Models wear Hammamas
Jumbo Navy / White

HAMMAMAS AZTEC

Size 170cm x 90cm

Hammamas Aztec brings out the Navajo in all of us. Timeless designs that look amazing on the beach or scarfed up with a pair of denim shorts or jeans.

Model wears Aztec Blue

Navy HA 004

Ash HA 003

Pink HA 002

Emerald HA 005

Blue HA 001

Sunshine HA 006





Blue HCH 001

Pink HCH 002

Ash HCH 003

Navy HCH 004

Denim HCH 006

Emerald HCH 005

HAMMAMAS CHEVRON

Size 170cm x 90cm

Hammamas Chevron has a graduating pattern that complements the ease of this beautiful towel. It looks great as a sarong or slung around your shoulders. It really adds cool to your beach kit.



Model wears Hammamas Chevron in Navy



Charcoal HSW 002

Musk HSW 003

Blue HSW 001

HAMMAMAS BOHO

Size 170cm x 90cm

A bohemian look and feel. Hammamas Boho have the same lightweight, compact, super absorbent and fast drying qualities with a stonewash look.

Models wear Boho musk and Boho blue



Cornflower HM 003

Blush HM 002

Navy HM 001



Size 170cm x 90cm

Think shapes, not stripes. Luna brings a geometric edge to our range. Luna is a lightweight, super soft jacquard weave.

HAMMAMAS LUNA

HAMMAMAS

FIESTA

Lime HEF 004

Coral HEF 005

Ocean HEF 001

Guppy HEF 002

Jaffa HEF 003

Size 170cm x 90cm

There's a little creature in all of us. Made with a jacquard weave Fiesta brings a pop of colour to your home or by the beach.





HAMMAMAS CLASSIC

Hammamas Classic range is all about the freshness of the summer and sea. This towel combines a beautiful fishbone weave with timeless classic colour ways.

Our Classic range makes a great beach towel, a wonderful bath towel or looks lovely as a table cloth in the garden.

Ash HC 006

Olive HC 008

Ash Twist HC 007

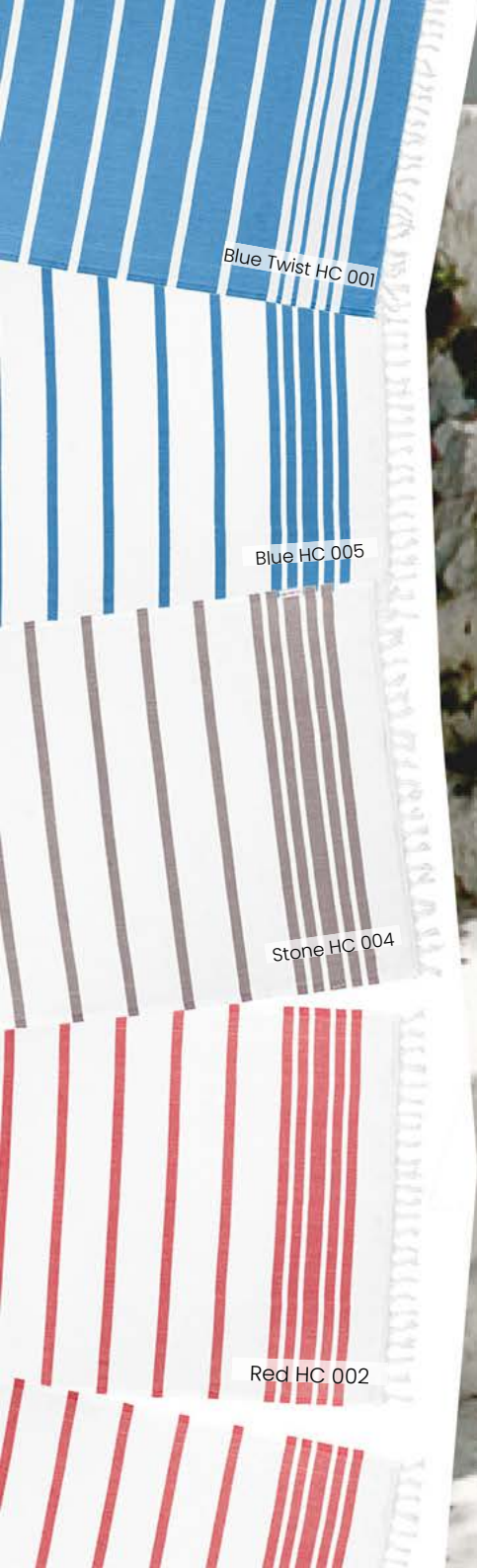
Olive Twist HC 009

Classic Navy HC 012

Midnight Twist HC 016

Classic Navy Twist HC 013

Midnight HC 015

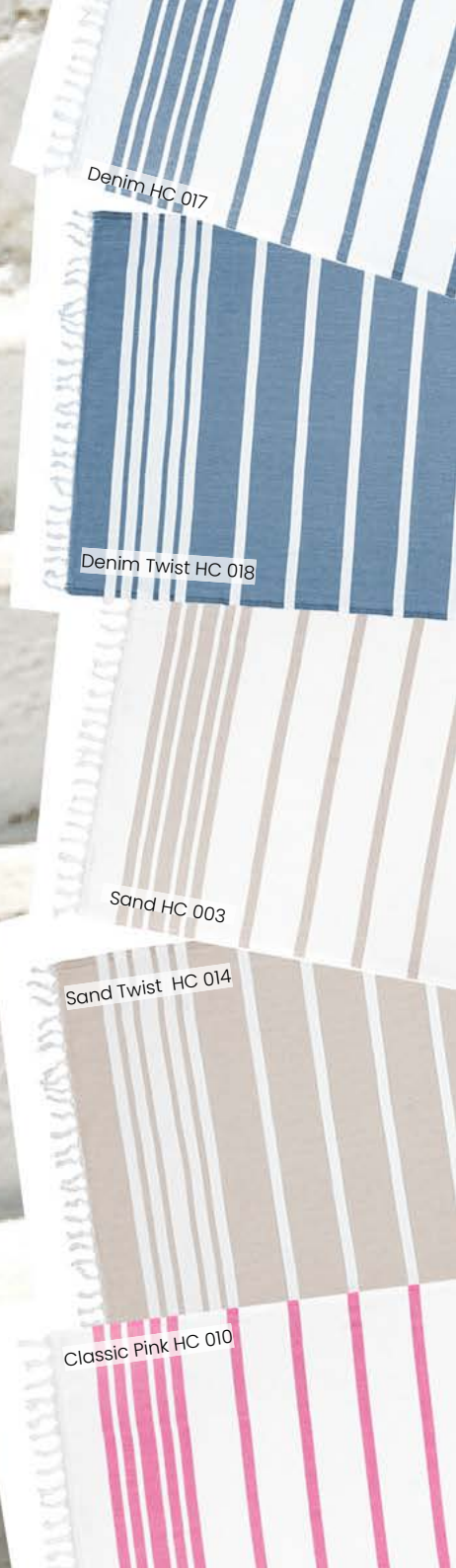


Blue Twist HC 001

Blue HC 005

Stone HC 004

Red HC 002



Denim HC 017

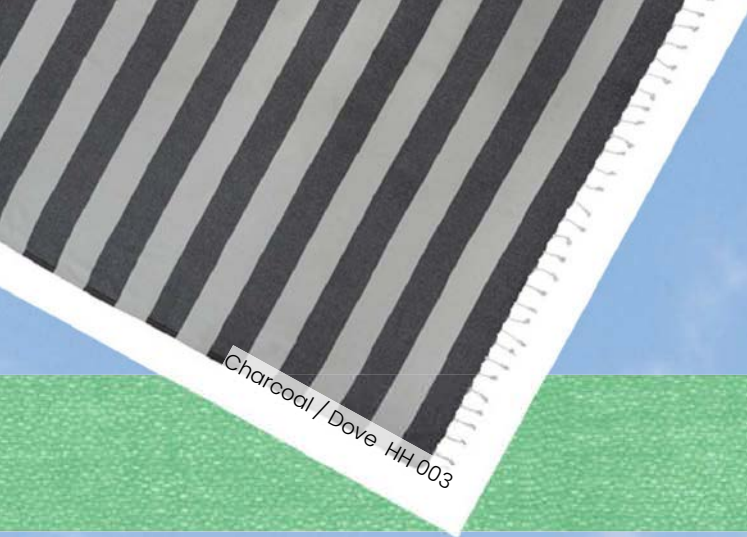
Denim Twist HC 018

Sand HC 003

Sand Twist HC 014

Classic Pink HC 010

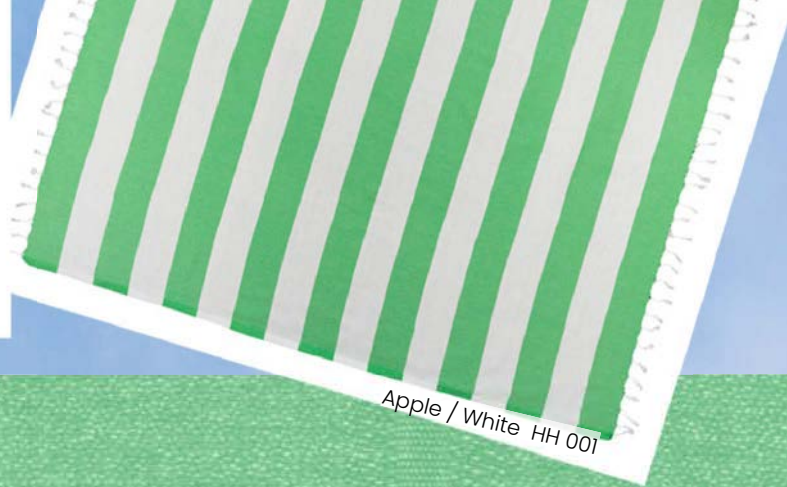
(incl GST) - 180cm x 100cm



Charcoal / Dove HH 003



Navy / Daisy HH 002



Apple / White HH 001

HAMMAMAS HIP

Size 160cm x 160cm

It's hip to be square.

Hammamas Hip makes a great accessory for family picnics, camping adventures or beach stays.



HAMMAMAS COAST

Size 190 x 100cm

Hammamas Coast is designed for lovers of style, colour and quality feel. An ideal companion for every occasion and every day use.

Cornflower Sky Orange HCC 001

Navy Sand Raspberry HCC 002



CONTACT US

Get in touch to place an order

Located in Melbourne
Email: info@hammamas.com.au

[Instagram.com/Hammamas.us](https://www.instagram.com/Hammamas.us)
[Facebook.com/HammamasAUS](https://www.facebook.com/HammamasAUS)

Model wears Hammamas Bold Apple / Aqua