PRESS RELEASE

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ALBERTO GmbH & Co. KG

Enthralling light installation at the company headquarters in Mönchengladbach

ALBERTO’s charisma – now visible far and wide

**A fascinating light installation at ALBERTO’s headquarters is drawing all eyes. The permanent light show consists of light strips totaling 120 meters in length which have been mounted on the glazed front of the main building. 4800 computer-controlled LEDs are creating spellbinding plays of light. Changing colors, surprising designs, thrilling visual effects – the light show is the illuminated counterpart to the men’s tailors’ exciting world of fashion.**

Drivers are no longer the only ones to switch on their lights when they pass ALBERTO’s company headquarters in Mönchengladbach. Light strips totaling 120 meters in length divided into 40 segments and fitted with 4800 computer-controlled LEDs are now creating hours of enthralling light effects in the evening and night sky, showing that brilliant, creative, imaginative work is being done here. Changing colors, surprising designs, thrilling visual effects – the light show is the illuminated counterpart to the men’s tailors’ exciting world of fashion. In short: fashion which draws all eyes.

It is the moments of brilliance which make ALBERTO stand out, whether in their creative collections or their surprising product innovations. Thanks to the light show, ALBERTO’s sparkle is now visible far and wide. The permanent installation was mounted on the glazed front of the main building, looking towards the old town center – and is drawing all eyes. Not only when waiting at the traffic lights.

Light and color are also symbolic of security and trust. ALBERTO traditionally attaches great importance to reliable partnerships. The men’s pants tailors are a leading light particularly in service, sales and customer relations. The light installation is an elegant play on this.

The project was professionally realized by the company media spectrum. It was planned and implemented by architects Hillekamp and Weber in Mönchengladbach. The installation consequently also reflects ALBERTO’s commitment to its location as well as enhancing the city on the Lower Rhine. This region already has a history of success based on creativity and ideas: “Lichtspielimpressionen sind farbvoll” (plays of light are colorful) is the lyric that inevitably springs to mind when watching the captivating light show. Think Rheingold and the Neue Deutsche Welle (New German Wave): this cultural era is now history, but ALBERTO’s fashion is more brilliant than ever.

The ALBERTO label has a long tradition. The brand has been specializing in pants production since 1922. Pants for men. Ever since its beginnings, the company has been showing what it takes to design high-quality, contemporary fashion. The experience of several generations of professional workmanship united with technological innovation and a sure instinct for trends. Carefully selected materials and close attention paid to every detail. In brief: a creative process which reflects the superior nature of these pants right from the start. No more – and certainly no less.

**You can download the complete text and the images under:**

<http://pressearchiv.alberto-pants.com>

**Further information from:**

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