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PRESS RELEASE

ALBERTO Pants We Love   
  
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Fall/Winter collection 2015/2016

**Pants culture reloaded!**

**Classic slim fits for Classy Monday, rough slacks for Casual Friday or chinos, cargos and jeans for the days in between - the Fall/Winter 2015/2016 collection from Mönchengladbach-based pants tailors ALBERTO once again offers the best pants for every situation. It goes without saying that the shapes and details sit comfortably at the right places and that the collection exploits the whole range of sophisticated fabrics, modifications and treatments. Nothing changes - ALBERTO is the epitome of pants culture at its best.**

**NEW: Cosy Pants**

Comfortable and stylish: with their simple, casual and well-fitting cuts, ALBERTO's drawcord pants have long since moved beyond the sportswear segment. In fact, the high-quality fabrics make these sophisticated jogging pants perfectly suitable for the street or - if correctly styled - even for the office. ALBERTO makes sure of this by offering a wide range of variations. Exquisite woven cloths are found in the Smart Dressy segment, the jersey version in Smart Cotton. These creative denims are called Cosy Jean and skilfully combine the comfort of sweat pants with the characteristic appearance of denim. Fashion could hardly be more relaxed.

**Smart Dressy**

With its subtle combination of high-quality fabrics, classic cuts, perfect craftsmanship and unbeatable fit, ALBERTO's Smart Dressy program has long since made history in the pants world. In the Fall/Winter 2015/2016 collection, the Mönchengladbach-based company again shows that it believes in its own strengths. This time, the collection focuses on Ceramica pants in a wide range of shapes, designs and details. 'Cosy Ceramica', a woollen look, looks sharp and clean in anthracite, medium grey, brown and blue-melange, while "Cosy Ceramica Wool', comprising 39% wool with veggie leather details at the waistband and coin pocket, robust wool and loden looks, casual cuts and blue-melange or brown-melange shades, is wholly dedicated to 1930s and 40s style. 'Cosy Ceramica Check', woven slim-fit flannel chinos with French pockets, pay tribute to the check revival with various patterns, while the narrow 'Ceramica Honeycomb' heralds the launch of a two-tone bestseller.

**Denims**

Clean cuts and clever treatments: The 30-part ALBERTO denim collection for the Winter season 2015/2016 is a sheer statement of style with a wide variety of models ranging from elegant to casual. Onlookers will also be captivated by the cleverly designed details. While medium-bleached jeans are making an impressive comeback, experimental laser treatments are creating the basis for modern graphic surfaces. With Blue Denims in black and blue, Cottons in black, military and brown, blue T400 pants in black and jerseys and black with a subtle shine, ALBERTO also acknowledges the trend for decorative coatings with no less than four types of coating. Jogging pants come in four washes and feature slim shapes with 5 hyperelastic pockets; they are available in indigo-dyed jersey or coarse twill. Narrow, black-coated drainpipes with extrovert panel seams at the knees create a robust look with a hint of biker attitude. One newcomer to the program is a series of classic-cut jeans made of fineline denim, an innovative fabric that uses weaving technology rather than stretch to keep its elasticity. The Greencast variations emit a hint of green, while Deep Indigo makes the pants a rich blue. Highly functional thermocooling fibres act as intelligent heat storage in a special winter denim, making these pants ideal companions in even the bitterest winter weather. The breathable, sophisticated T400 and T400 Luxury models are true high-performance pants, as these super-stretch denims guarantee maximum wearer comfort while invariably keeping their shape - even at critical places such as the knee or seat.

**Smart Cotton**

ALBERTO's 'Smart Cotton' line was formerly known for its clean, subtle look, yet over the last few seasons, it has opened up to more experimentation with fabrics and design, a path that will be pursued even further next winter. The slacks, five-pocket pants and slims come in sporty jersey with a clever dusty character, in authentic vintage twill, in coarser, heavier cotton or in soft indigo Blue Velvet. Details such as linings with striped or floral patterns, discreet spotted designs and colours ranging from blue, camel, asphalt and military to deep chocolate brown and marine blue create sophisticated contrasts. The highlight of the program is the return of the classic corduroy look, celebrated with T400 cord pants in slacks style with leather applications, rough vintage pants in jeans style washed out with stones and a two-town model in blue/brown, black/white and blue/grey. Brand new models include 'Hunter' cargo pants with a divided waistband, PPT finish, small welt pocket and houndstooth pattern, and 'Pleat', old-school loose-fitting pinstripe pants featuring a wealth of detail with turn-ups, waist pleats, button flies and placket, available in blue or anthracite. Model 'Loft', slim-fit pants with a rough woollen look, is the absolute highlight of this line - only genuine with an elasticated waist at the back, elastic leg gathers, French pockets at the front and seat pockets at the back!

**Premium Jeans**

Exquisite fabrics made exclusively in Italy meet perfect cuts, meticulous details and maximum wearer comfort. ALBERTO's Premium, Jeans once again demonstrate the versatility of this indigo gold. Edition number three features five styles and a wide variety of finishes and fabrics. Along with extra-soft silk and cashmere denims with silver buttons varnished deep black and contrasting waistband lining in tie design and the T400 and T400 Luxury series with a dark weft, black zips and a leather waistband, the Mönchengladbach-based pants tailors now also a present winter blue denims in rinsed wash and two used washes.

**Veggie Leather**

The three veggie leather models are special highlights. While the velour variation appears absolutely purist with matching stitching, a narrow shape and muted colours such as deer brown, black, marine and asphalt, the fake nubuck styles with drawcord waists and quilted elements look like extravagant jogging pants.

The text and image material is available for download at

pressearchiv.alberto-pants.com

*The ALBERTO label has a long tradition. The brand has been specializing in pants tailoring since 1922. Pants for men. Ever since the early days, the company has been showing that it has what it takes to create high-quality contemporary fashion: the experience of several generations of perfect craftsmanship combined with technological innovation and an unerring instinct for trends, carefully selected materials and meticulous attention to every detail. In short: a creative process that reflects the superiority of these pants right from the start. Not more - and certainly not less.*

**Further information available from:**

hopfer PUBLIC RELATIONS

Mona Meier, Proprietor

Panoramaweg 6, 78727 Oberndorf a. N.

Tel. +49 7423 8758752 Fax: +49 7423 87171

mona.meier@hopfer-pr.de

hopfer-pr.de

ALBERTO GmbH & Co. KG

Marco Lanowy, Partner and Managing Director

Rheydter Strasse 19-31, 41065 Mönchengladbach

Tel. +49 2161 819253 Fax: +49 2161 8192953

lanowy@alberto-pants.com

alberto-pants.com