

COLLECTION REPORT

———— SUMMER 2018 ————

ALBERTO



GENTLE SUMMER

Stylish business pants and smart casual styles, progressive jeans and sporty all-round models - for the summer 2018, ALBERTO presents a formidable clean sweep with all kinds of modern trousers styles. Of course, it's a matter of honour to the Mönchengladbach company not only that fit, cut and details are correct but also that everything is brought to play in terms of materials, designs and surface treatments. Absolute trendy themes of the season are the cropped pants with shorter leg-length and fixed cuffs and dynamic Superfits, available as jeans and slacks. Highlights are subtle structures, brushed designs, overcolours and stripes and piping in different colours and widths.





Motif 40*

*Numbering refers to the pictures in the press section – press.alberto-pants.com

SMART DRESSY





Motif 41



Motif 42



Motif 19

SMART DRESSY

Classic cuts, perfect fits, fine materials and refined detail work - even in the summer season 2018, ALBERTO is continuing its search for the ultimate in classy pants at full speed and without compromise. The main focus of the programme this time is a range of super lightweight and extremely elegant Ceramica styles with a wide range of patterns and refined mix of colours. The traditional salt and pepper designs meet mini dot-prints and large-format plaid prints meet small checks. The new cropped pants with their extended belt loops, the shortened leg-length and the fixed cuffs are absolute one-of-a-kind pieces and are indispensable in every stylish wardrobe.





SMART DRESSY





Motif 35

SMART DRESSY





SMART DRESSY





SMART DRESSY





COTTON





Motif 10



Motif 16



Motif 15

COTTON

Sometimes exquisite and extravagant, sometimes simple and sporty - the ALBERTO cotton trousers for the next summer are more multifaceted than ever before. Soft, bi-elastic cosy pants come with classic houndstooth pattern in a discreet blue, fancy cotton models with exciting floral prints in blue/grey and military. The cotton range is rounded off with two must-haves: The elastic Dynamic Superfit Slacks guarantee the highest comfort with 30 percent more freedom of movement and memory effect against overstretching, while the brand new Slim-fit style 'Six' will earn fashion points with two zipper pockets at the front and rear as well as two large leg pockets.





COTTON





COTTON





Motif 13

COTTON





COTTON





COTTON

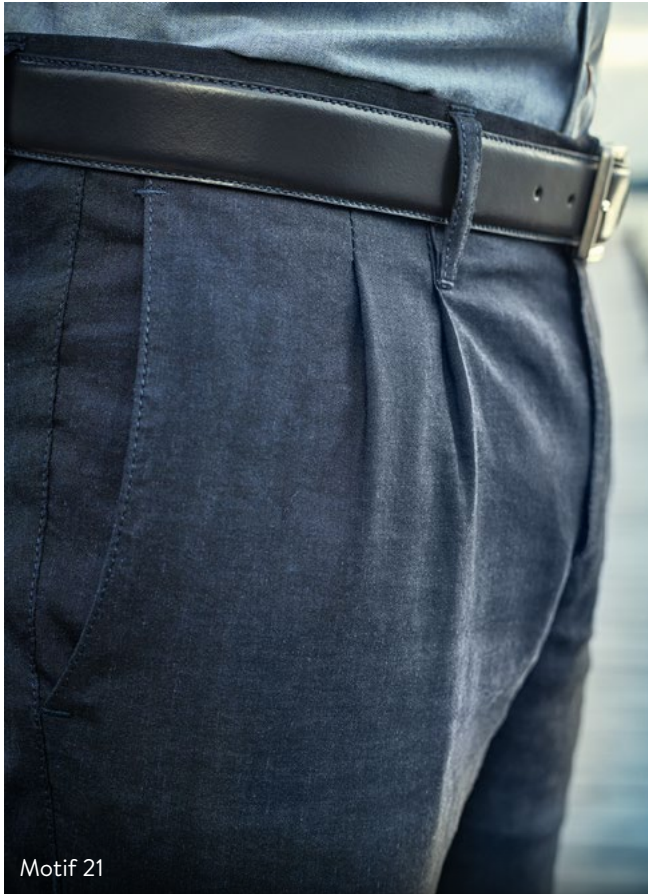




Motif 20

LINEN





Motif 21



Motif 22

LINEN

Light, lighter, linen. With an extensive trousers and Bermuda range from 100% linen, ALBERTO is setting the absolute summer trend. New colour processes with purely vegetable dyes help protect the environment. Soft yellow, green and natural as well as various earth tones make for a decidedly casual look. The highlight is elegant premium business trousers made from the finest linen/Ceramica mixed fabric in a wide colour range of smoky blue to chocolate brown.





Motif 56

DENIM





Motif 55



Motif 57



Motif 58

DENIM

Whether it's rough 'n' raw or extravagant with fine patterns - the ALBERTO denim line leaves no stone unturned in the summer of 2018. Deep blue unwashed-pieces alternate with extra-light 6.5 to 8 oz. models in neutral washes, elegant fancy jeans come with lovingly designed stripe, diamond and dot designs. Completely new is the 'Slip', a slimfit-style with a higher waist, optionally available in a vintage wash or in a heavy 12.5 oz. red selvedge raw version. Also available in denim are the ultra-comfortable Dynamic Superfits with 30 percent more freedom of movement and memory effect against overstretching.





Motif 51

20

DENIM





DENIM





Motif 50



Motif 49

DENIM





PREMIUM BUSINESS JEANS

Motif 46





PREMIUM BUSINESS JEANS

Only a few years ago, they were regarded as too casual for business, but denims are now part of office life - and not just on casual Friday. This is one development that's likely in no small part due to ALBERTO's contribution. After all, the Mönchengladbach company has given the blue gold a very fashionable and extremely stylish makeover, with its Premium Business Jeans segment. The Styles for Summer 2018 seamlessly follow this tradition, with the most elegant material variations and the finest detail work. Silky denims with silk content meet subtle designs with refined effects here. Natural tones and shades of blue or khaki, as well as bright yellow eggshell, rose and silver in different variants set special accents.





BERMUDAS





Motif 17

26

BERMUDAS

Whether they're a casual 5-pocket or in the classic chino style, whether they're made from light linen, pure cotton, Ceramica or denim - for the 2018 summer season, bermudas are part of any wardrobe. Drawstrings and tie straps at the waste convey fashionable sophistication.





BERMUDAS





BERMUDAS





BIKE

For real cycling enthusiasts, ALBERTO cycling pants have long been part of the basic equipment. No wonder, because the pants leave no wishes open when it comes to function and are impressively stylish in every way. Summer 2018 once again features real soon-to-become classics. The super broken twill Chino is cut higher in the back and scores points, not only with reflectors on the loops and on the inner hem, anti-slip tape in the waist as well as the refined terry cloth pockets, but also with classic colours such as navy and beige. Thanks to their heat-regulating and dirt-repellent material structure, 3xDry Cooler pants have long been the absolute favourite trousers of the scene, with cyclists and non-cyclists alike. Available in black and blue, with high waist and reflectors on hems and belt loops, it doesn't lack style. The same applies to the 'Speed', a Slim-Fit Bi-Stretch jeans model in the trendy raw denim look, which also features the water-repellent Ecorepel denim. New to the range are the highly elastic Coolmax denims in light 9 oz. Bright bleach vintage washing buffies, scrapings and reflector details emphasise the summer look in both the 'Bike-K' bermuda model and in the long variant. As the other newcomers, the 'Speed' and 'Bike' in active denim with Tencel are impressive with their rapid moisture wicking and optimum breathability and reflectors for more safety in road traffic. Colours of choice are here indigo, grey and black with authentic vintage appeal.





Motif 25

HIKING





Motif 27



Motif 26

HIKING

Smart, robust and highly functional - the four-part ALBERTO hiking collection will make the heart of every genuine wanderer skip a beat. With the 'hike', a superfit broken twill cargo with refined zipper pockets completes the range, with its fashionable summery aqua, orange and grass green colours. The 'Trek' and the short 'Trail' go a step further, with their impressive ultra-light, dirt-resistant and heat regulating 3xDry Cooler Tec fibres but also thanks to their colours - bright royal blue, cherry red and chartreuse green. Completely new is the active denim 'River' in the classical raw look. Its Tencel content ensures optimum wicking away of moisture and a high breathability.





Motif 30



Motif 29

HIKING





HIKING





Motif 53

BELT

Looking for a belt to match your favourite pants? ALBERTO can help. For next summer, the Mönchengladbach company is presenting a series of particularly robust and durable leather models produced in selected factories in Italy, Germany and Turkey. The sustainable, purely vegetable colouring helps protect the environment.



The text and images can be downloaded at:
press.alberto-pants.com

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The label ALBERTO has a long tradition. Since 1922, the brand has specialized in the production of pants. Pants for men. Since then, the company has demonstrated what's needed to create high-quality, contemporary fashion: The experience of several generations of craftsmanship combined with technological innovation, and a keen sense for trends. Sought-after materials and special attention to every detail. In short: a process of creation that reflects the exceptional character of the pants right from the start. Not more - but also not a bit less.

