PRESS RELEASE

ALBERTO  
  
Mönchengladbach, 17/07/2017

Retail Workout

ALBERTO opens Projekt Store for golf, bike and hiking pants

Sports pants: ALBERTO is optimally prepared for the run on the latest and most coveted Hero Pieces in its sports collection. The in-house operated Projekt Store, which is slated to open its doors right next to the company’s own Concept Store, will make sure of that. At the Old Market location in Mönchengladbach (address Hindenburgstraße 8), the pants label will present its entire sports pants range on 65 square meters of floor space beginning in mid August. Since the range comprises golf, bike, tennis and hiking pants, that’s a whole lot of merchandise: Nobody rivals ALBERTO when it comes to functionality, comfort and excellent design.

For decades, at ALBERTO, fashion, fit and function have been three hallmarks that cannot be separated. This combination attracted a lot of attention in the fashion industry and also did not remain a secret in the world of sportswear. Hence, at the special request of a professional athlete, ALBERTO, for the first time, began to develop pants – at a time when designated golf pants did not even exist – that combine the fashionable and tailored craftsmanship standards with functional performance. By deploying this remarkable pioneering spirit, the company started a hole-in-one revolution of what was then considered the dress code on the putting green. What began as a niche label and insider tip among connoisseurs has evolved into a prestige brand for ambitious golfers and now enjoys popularity well beyond the borders of Europe. Based on this experience, the bike and tennis collections were added and also generated remarkable success, which enabled ALBERTO to conquer not only the runway and the golf course, but cities and tennis courts as well. In response to special consumer requests, the Mönchengladbach-based pants maker is now also presenting a hiking collection. This is a need ALBERTO enthusiastically accommodates while it also opens the perfectly accompaniment – the Projekt Store. After all, this immense amount of sports authority has to be combined. These products will be sold exclusively through company headquarter staff, just like they are in the adjacent Concept Store. After all, the aim is not only to give customers what they want. “It is our objective to continuously further develop our company and to pursue nothing less than total perfection for the collection and retail concepts we offer to our retail partners. Hence, receiving direct feedback from consumers is extremely valuable to us,” explains Marco Lanowy, ALBERTO’s managing director. “We literally apply sports metaphors to our vision: Talent is important – there is no question about that. However, only constant training will take you to the very top.”

Perfect match thanks to team spirit

The company is leasing the sales space for the Projekt Store from an organization called Wirtschaftsförderung Mönchengladbach. ALBERTO has been working in close partnership with this business promotion entity since the fashion label and the organization jointly established a Fashion Hotel, which will be operational for a limited time. As far as the interior store design is concerned, ALBERTO is also betting on an esteemed team player - Jochem Reichenberg. The store will be open Fridays and Saturdays from 10 am – 6.30 pm as well as by appointment. At this point, the date the store will close and customers will no longer have the opportunity to immerse themselves into the inspiring world of ALBERTO active and athleisure wear, has not been set. However, what is absolutely certain is that a prompt visit will be worth your while. Ultimately also because of the charming and competent services shoppers can look forward to.

Creation & Implementation

Idea + implementation: ALBERTO GmbH & Co. KG, Mönchengladbach

Store design: Jochem Reichenberg, Neukirchen-Vluyn

Address: Am Alten Markt, Hindenburgstraße 8,

Mönchengladbach

Store size: 65 square meters

Grand opening: August 2017

**For more information please contact:**

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