

COLLECTION REPORT

SUMMER 2019

ALBERTO
Golf

FRESH COLOURS FOR THE COURSE

Progressive tech qualities, perfect cuts and a keen eye for functional intricate solutions. Paired with enthralling patterns and decidedly rich facets of colours - ALBERTO Golf's shorts and pants for the 2019 Summer Collection meet every expectation. So, is there anything else golf enthusiasts can look forward to? Find out below.



ALBERTO
Golf



MEN'S COLLECTION

Casual, lightweight and with an especially comfortable touch & feel. They're also breathable, temperature balancing, wrinkle resistant and highly elastic. There's no doubt, pants made of **Ceramica** are always the perfect choice for hours spent on the green. In addition to solid coloured gabardine models, which are the absolute bestsellers in the line, the German pant maker now offers a new version of the traditional stripes pattern in traditional and short lengths. Next summer, the company will also launch a wool look style in check patterns as well as colourful check pants.

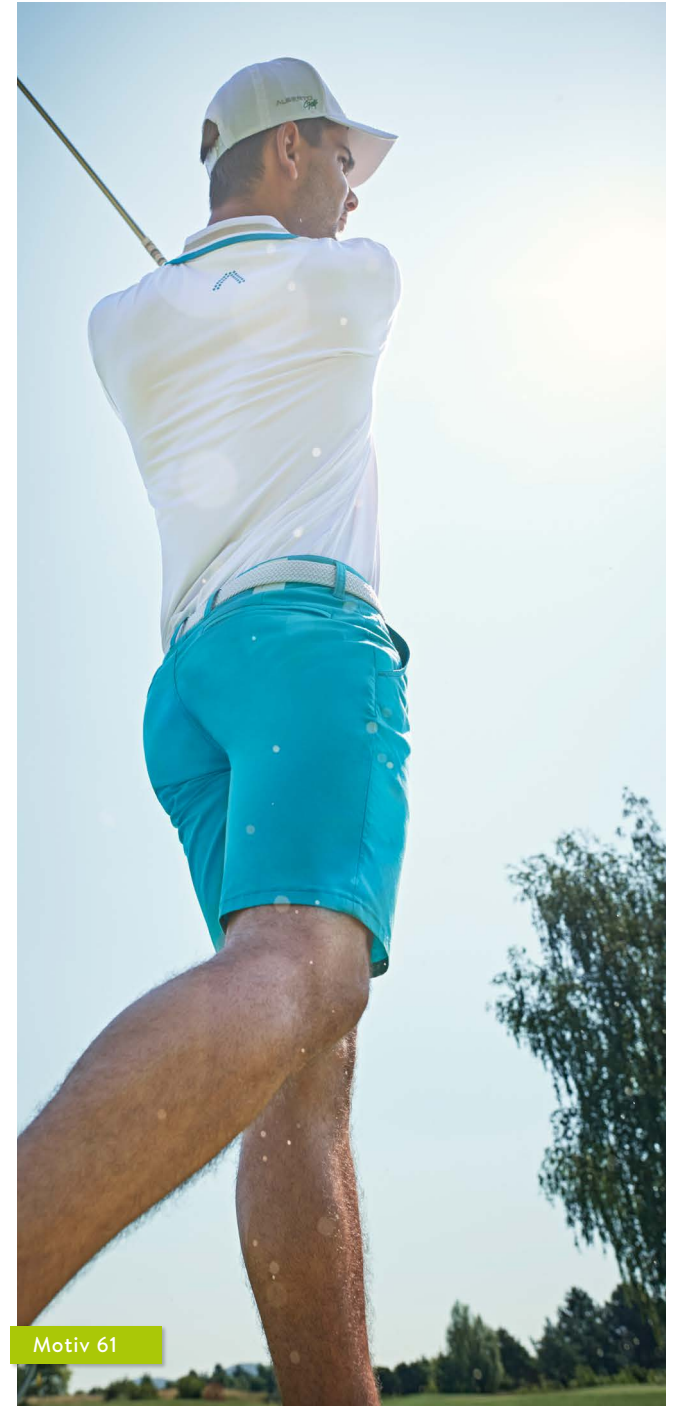


Motiv 63* | 5709 EARNIE, Ceramica Gabardine

*Numbering refers to the pictures in the press section – press.alberto-pants.com/golf2019



Motiv 62



Motiv 61



Motiv 60



Motiv 54 | 5709 ROOKIE, Ceramica Gabardine



Motiv 55

The **3xDRY® Cooler** is a true evergreen in the ALBERTO Golf Collection and there is a good reason for that. After all, its high elasticity does not only provide maximum freedom of movement, but is also breathable, temperature balancing, dirt repelling, keeps its shape and is especially soft. New colours add even more top fashionable looks and maximum functionalities.



Motiv 05 | 5535 IAN, 3xDRY® Cooler



Motiv 06



Motiv 01 | 5535 ROOKIE, 3xDRY® Cooler



Motiv 03



Motiv 02



Motiv 45 | 5535 TREKK, 3xDRY® Cooler



Motiv 46



Motiv 47



Motiv 41 | 5535 ROOKIE, 3xDry® Cooler



Motiv 15 | 5535 EARNIE, 3xDry® Cooler



Motiv 21



Motiv 14





Motiv 34 | 5535 ROOKIE, 3xDRY® Cooler



Motiv 35



Motiv 36

The breathable, dirt and water repelling **Waterrepellent** line will also continue to be available in an extremely wide range of summer styles. The bi-elastic **Waterrepellent Print** with its fine minimalist and Glencheck patterns fantastically contrasts the simple, solid coloured models, while the **Waterrepellent Cubes** with its colourful all-over cubes print brings even more fashion to the course. The absolute highlight is the **Waterrepellent Fancy** with a complex knit bee hive pattern.



Motiv 40 | 5737 IAN, Waterrepellent



Motiv 65 | 5737 EARNIE, Waterrepellent



Motiv 66



Motiv 12 | 5783 EARNIE, Waterrepellent Cubes



Motiv 11

Pants made of **Revolutional**®, a high-tech powerful jersey, which thanks to bi-stretch doesn't just guarantee maximum freedom of movement, but is also breathable, quick moisture wicking and water repellent, is a brand new addition to the line. It also protects golfers from harmful UV rays. Besides solid coloured models, ALBERTO Golf also bets on mini check designs and Glencheck patterns with a fine wool look in this line.

Totally traditional: The highly elastic **Jersey Stripe** with Mediterranean white/blue striping.



Motiv 73 | 5751 IAN, Waterrepellent Revolutional



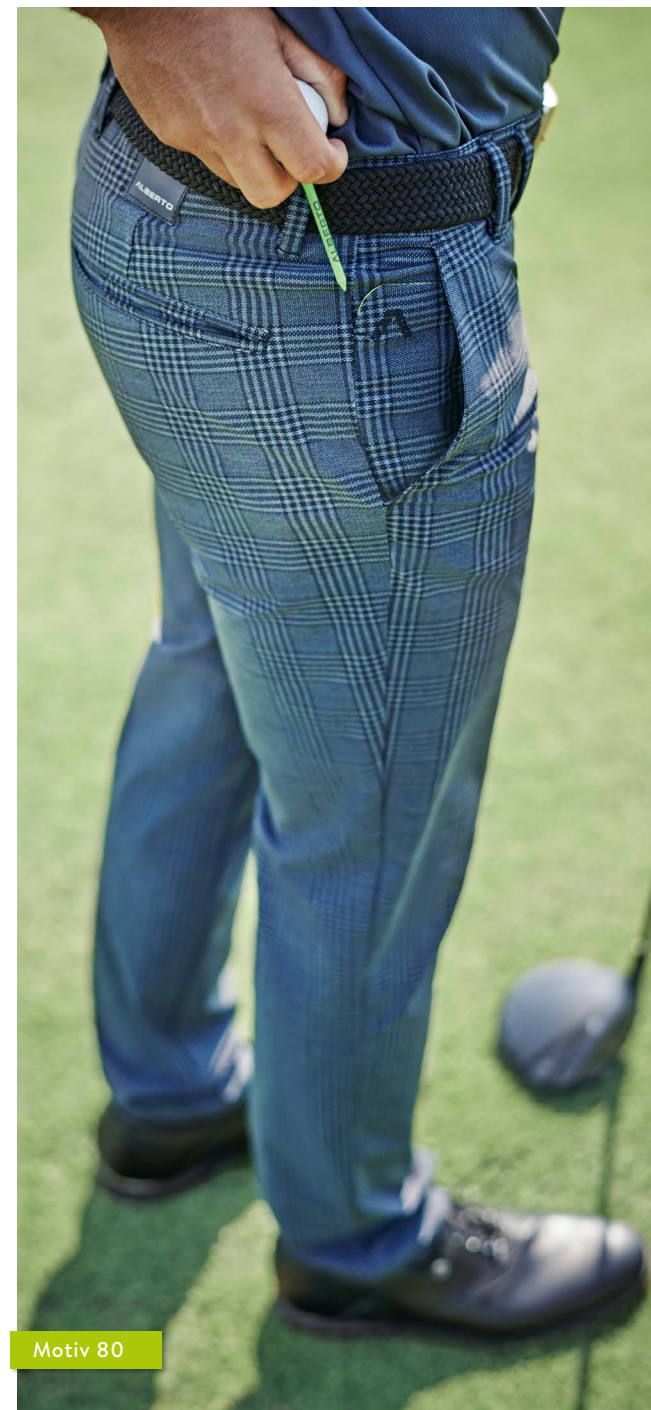
Motiv 72



Motiv 74



Motiv 81 | 5756 IAN, Waterrepellent Revolution Magic print



Motiv 80



Motiv 79



Motiv 86 | 5751 EARNIE, Waterrepellent Revolutionary



Motiv 87

The decidedly soft and highly elastic **Retro Check** und **Summer Check** bring to the green a very refined playful version of the check theme. The former adds a colourful top check on top of the classic Glencheck in a slightly distorted design, while the latter comes in pastel hues to create a summery, colourful look.



Motiv 48 | 5714 ROOKIE, Ceramica Retro Check



Motiv 50



Motiv 49

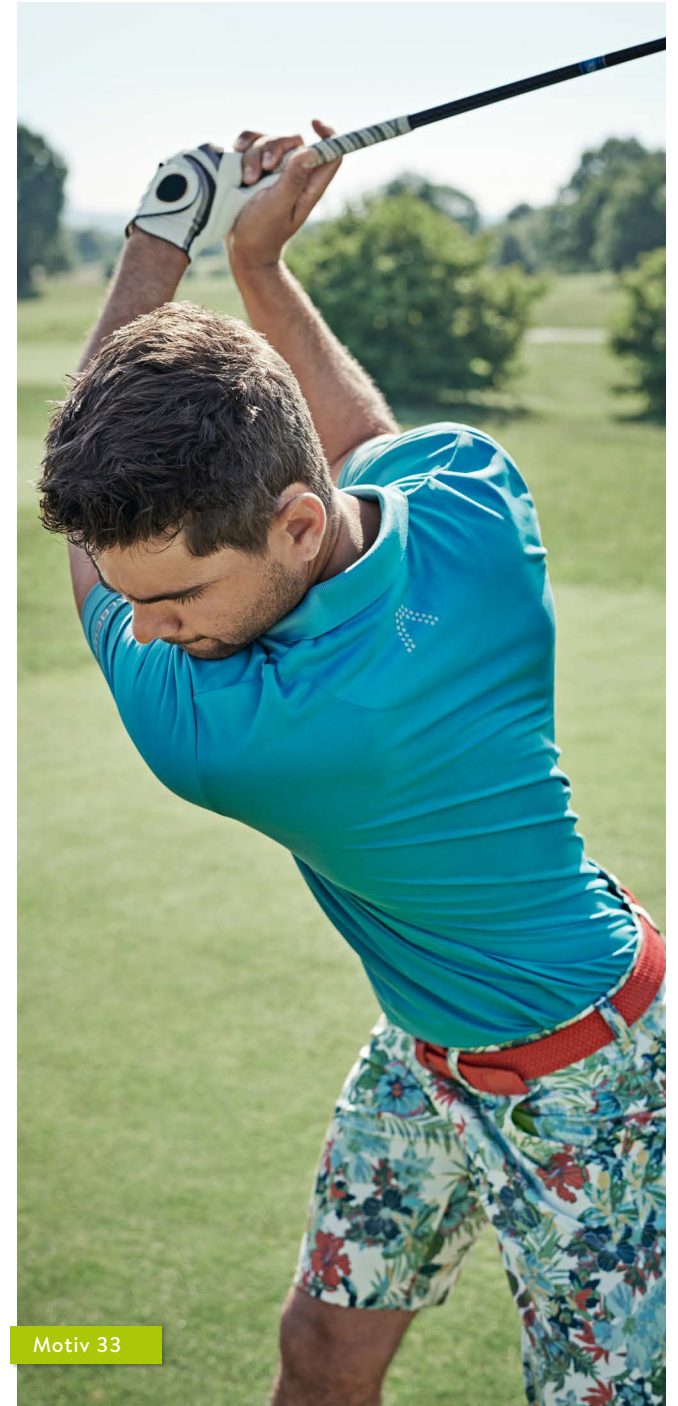
If you want cool and classy, check out the elastic cotton styles - **Hawaii** and **Player**. One makes its debut in a colourful summery allover floral print; the other is imprinted with the silhouettes of various golf players.



Motiv 31 | 5778 EARNIE, Hawaii



Motiv 32



Motiv 33



Motiv 27 | 5776 EARNIE, Player



Motiv 28

TRUE COLOURS

Whether you prefer fine retro Glencheck or casual summer checks, min checks or stripes – the ALBERTO Golf Men's Collection takes a highly colourful stance in the summer of 2019. This can be attributed to a colour palette that ranges from various red, blue, green and gray hues to beige, white and yellow and even turquoise, silver, neon orange and military.



Motiv 90

ALBERTO *Golf*



WOMEN'S COLLECTION

Perfect comfort and maximum performance reliability meet absolute style – the first choice for women is also the **3xDRY® Cooler**. Ultimately, this is thanks to the temperature balancing, breathable and bi-elastic fabric qualities, which guarantee that these golf pants dry three times faster than conventional golf pants. They are also water and dirt repellent.

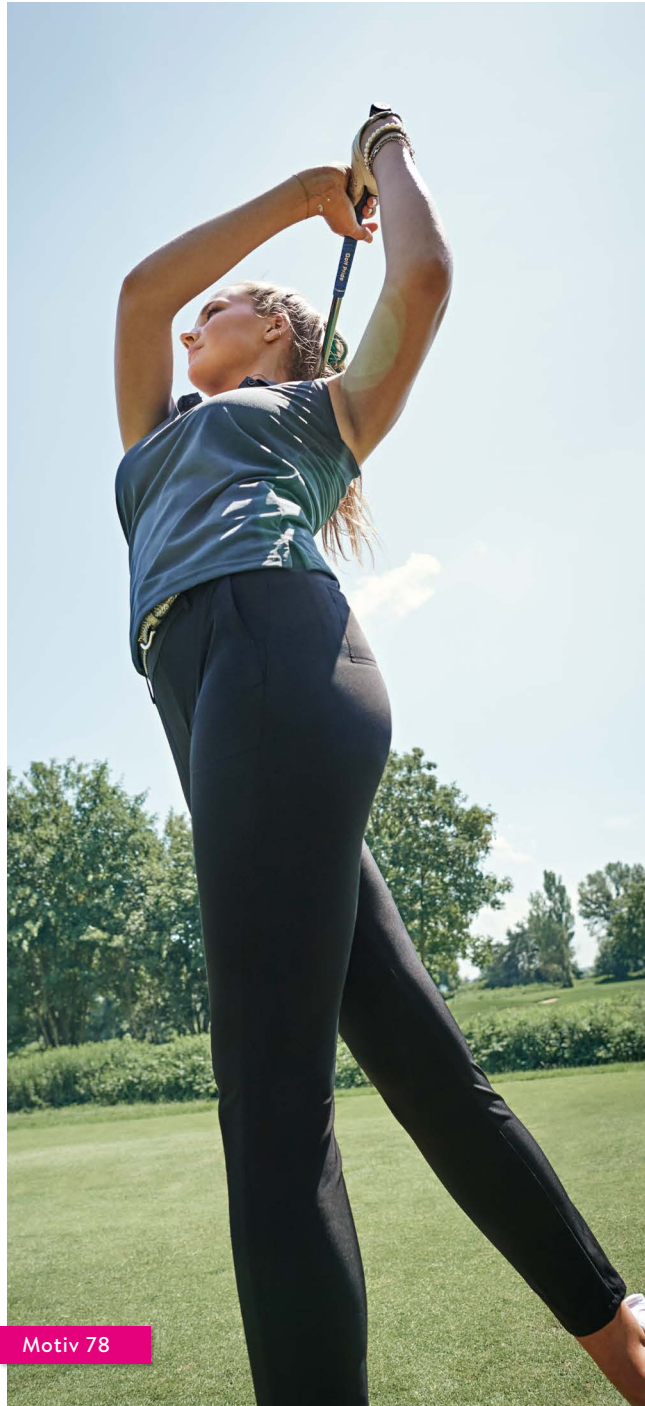


Motiv 70* | 7335 LUCY, 3xDRY® Cooler

*Numbering refers to the pictures in the press section – press.alberto-pants.com/golf2019



Motiv 77



Motiv 78



Motiv 75



Motiv 25 | 7335 TINA-Z, 3xDRY® Cooler



Motiv 22



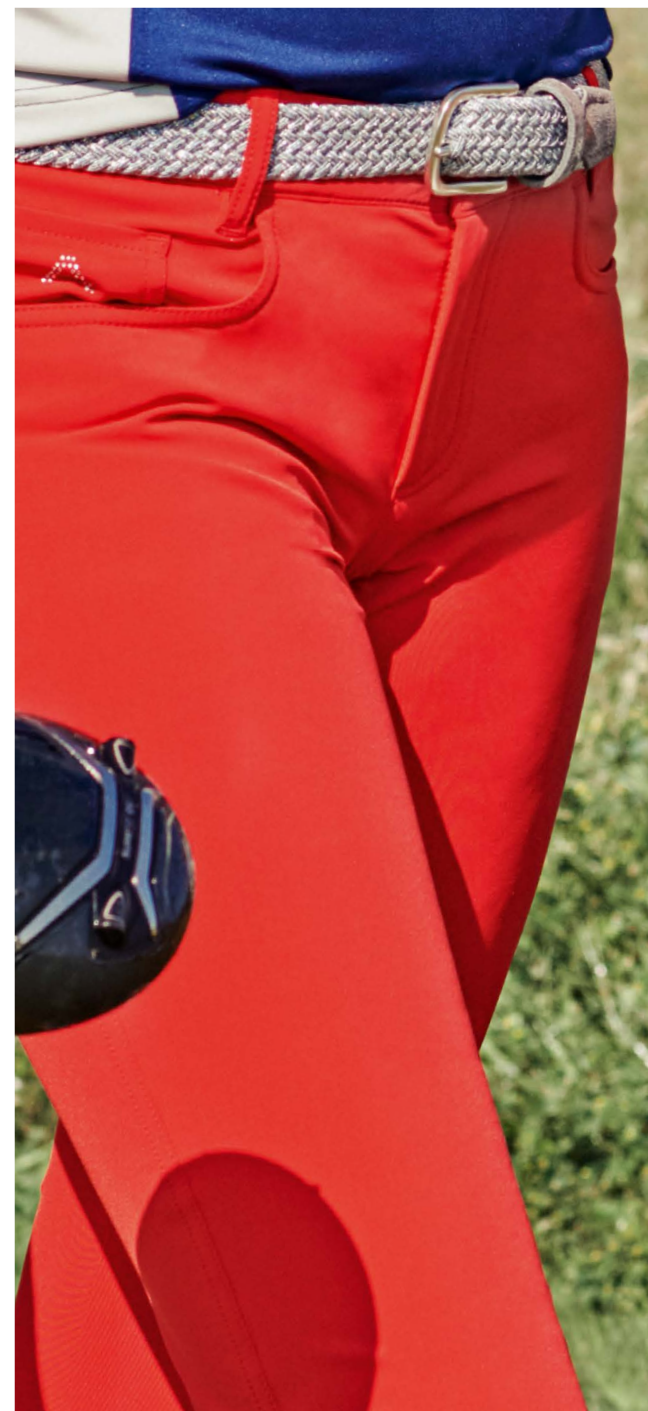
Motiv 24



Motiv 29 | 7335 ANJA, 3xDry® Cooler



Motiv 30





Motiv 11 | 7335 MONA-K, 3xDRY® Cooler



Motiv 10

For the 2019 summer season, ALBERTO offers not only regular and short pants in an extra-broad colour spectrum, but also – for the first time ever – the slip-on pants “Lucy” with and without side striping and skirt model “Lissy” with an integrated panty.



Motiv 43 | 7335 LUCY, 3xDRY® Cooler



Motiv 44



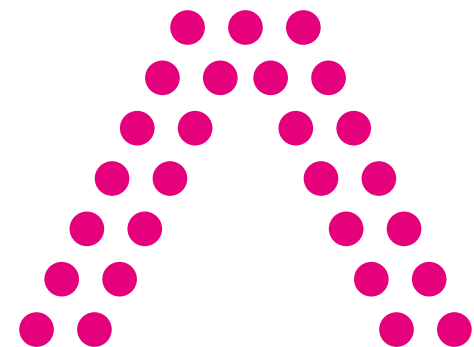
Motiv 84 | 7756 LISSY, Waterrepellent Silver Print



Motiv 85



Motiv 83



Thanks to its breathable, temperature compensating, highly elastic and wrinkle resistant properties and the soft, elastic feel, pants made from **Ceramica** are a woman's best friends on the green. For the 2019 summer season, ALBERTO Golf bets entirely on checks. Some styles are loud and colourful, others feature understated retro checks in a wool look.



Motiv 51 | 7740 MONA, Ceramica Retro Check



Motiv 52

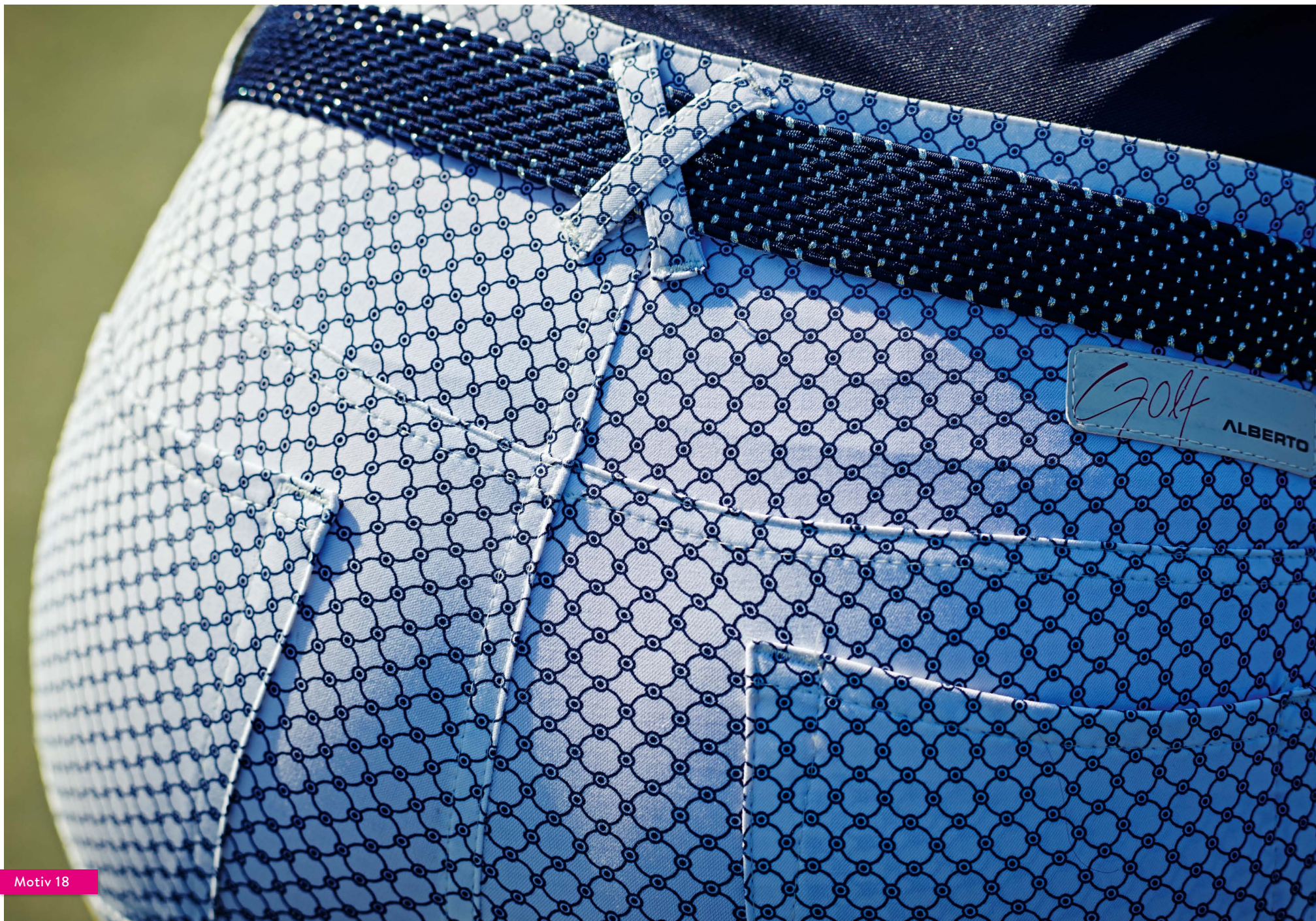


Motiv 53

Breathable, water and dirt repellent and highly elastic, **Waterrepellent** pants are true classics in the ALBERTO Golf Segment. Besides a wide range of solid coloured styles, the **Waterrepellent Print** debuts a model with complex ornamental patterns. For even more colour accents on the green, check out the **Waterrepellent Silver Print** boasting silver dot printing on white or black backgrounds or the **Waterrepellent Flower Print** with its colourful allover print. In addition to regular length pants and shorts, the new skirt model “Lissy” with built-in panty has also been added to the line.



Motiv 17 | 7754 MONA, Waterrepellent Print



Motiv 18



Motiv 19



Motiv 16



Motiv 57 | 7737 LISSY, Waterrepellent



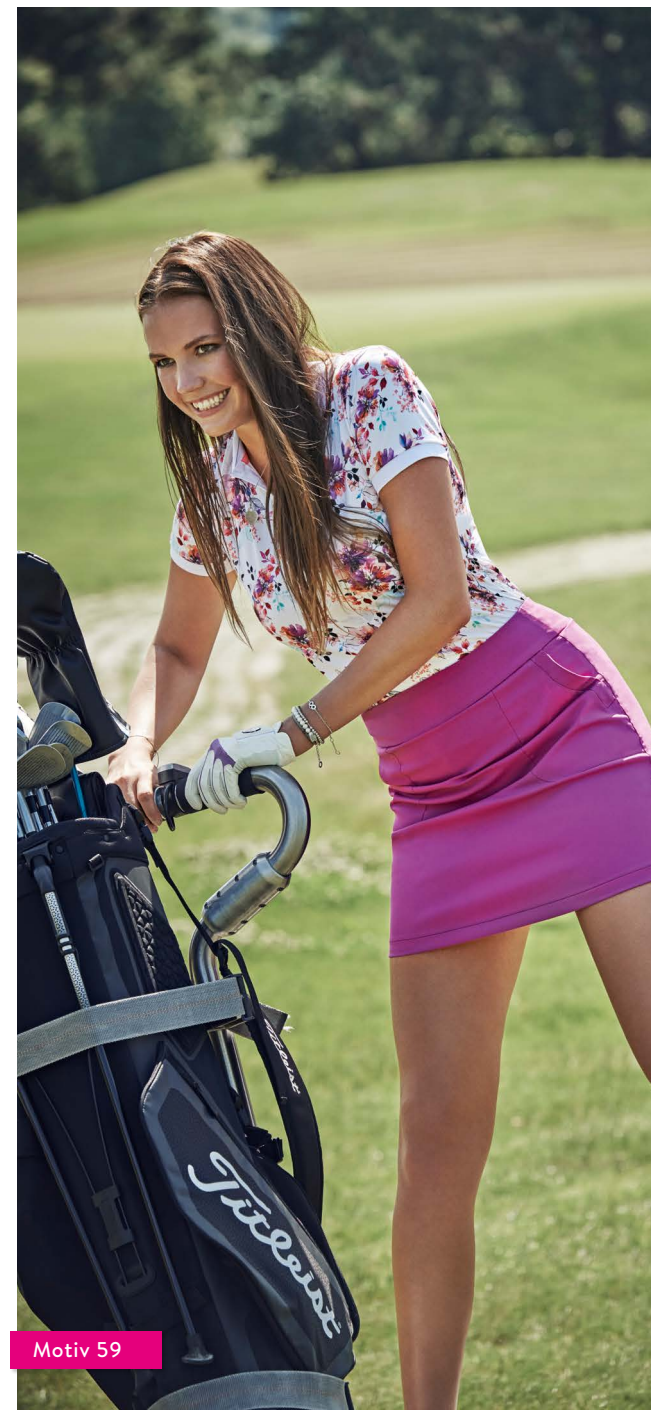
Motiv 56



Motiv 58



Motiv 60



Motiv 59



Not only do the high performance tech **Revolutional**® bi-stretch jersey pants offer optimum freedom of movement, they are also breathable, quick moisture wicking and water repellent. They also protect golfers from harmful UV rays. In a nutshell: The perfect pants for a round of 18 holes. These styles are available in solid colours as well as black and white checks with smartly overlaid red checks.



Motiv 68 | 7751 ARYA-K, Waterrepellent Revolutional



Motiv 69



Motiv 67



Motiv 55 | 7753 ANJA-C, Waterrepellent Revolutionary Check



Motiv 54

Get that wonderful feeling of summer and being by the ocean: the **Jersey Stripe** boasts traditional stripe patterns, while the Dots draws attention to itself with decorative dots prints in white/blue hues.





Motiv 04



Motiv 01

The elastic cotton models line places the emphasis on casual in its variety of print motifs. While **Flowers**, **Abstract Flowers**, **Florescence**, **Summer Blossom**, **Summer Flowers** and **Jungle** cover the trendy floral theme with various colourful print designs, the **Fancy Print** catches the eye with an extravagant print motif.



Motiv 42 | 7770 ANJA-C, Summer Blossom



Motiv 40 | 7772 MONA, Abstract Flowers



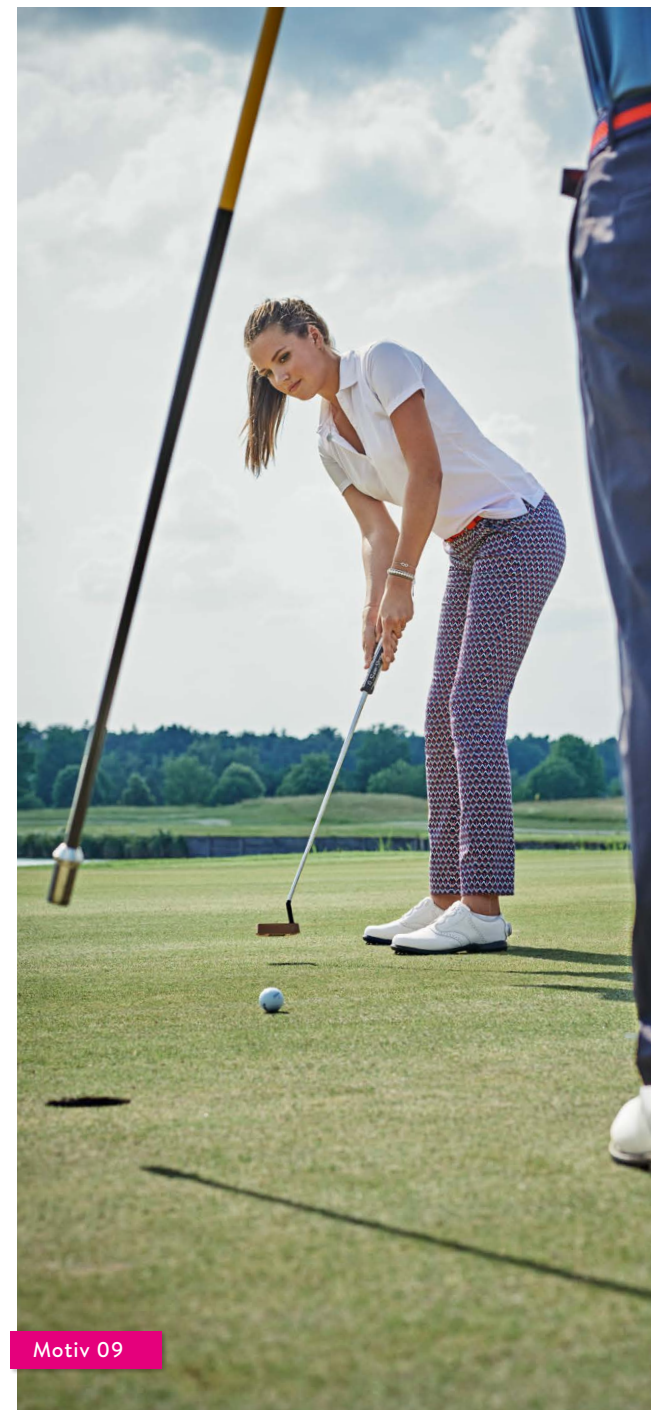
Motiv 89 | 7771 ALVA, Florescence



Motiv 88



Motiv 07 | 7762 ALVA, Fancy Print



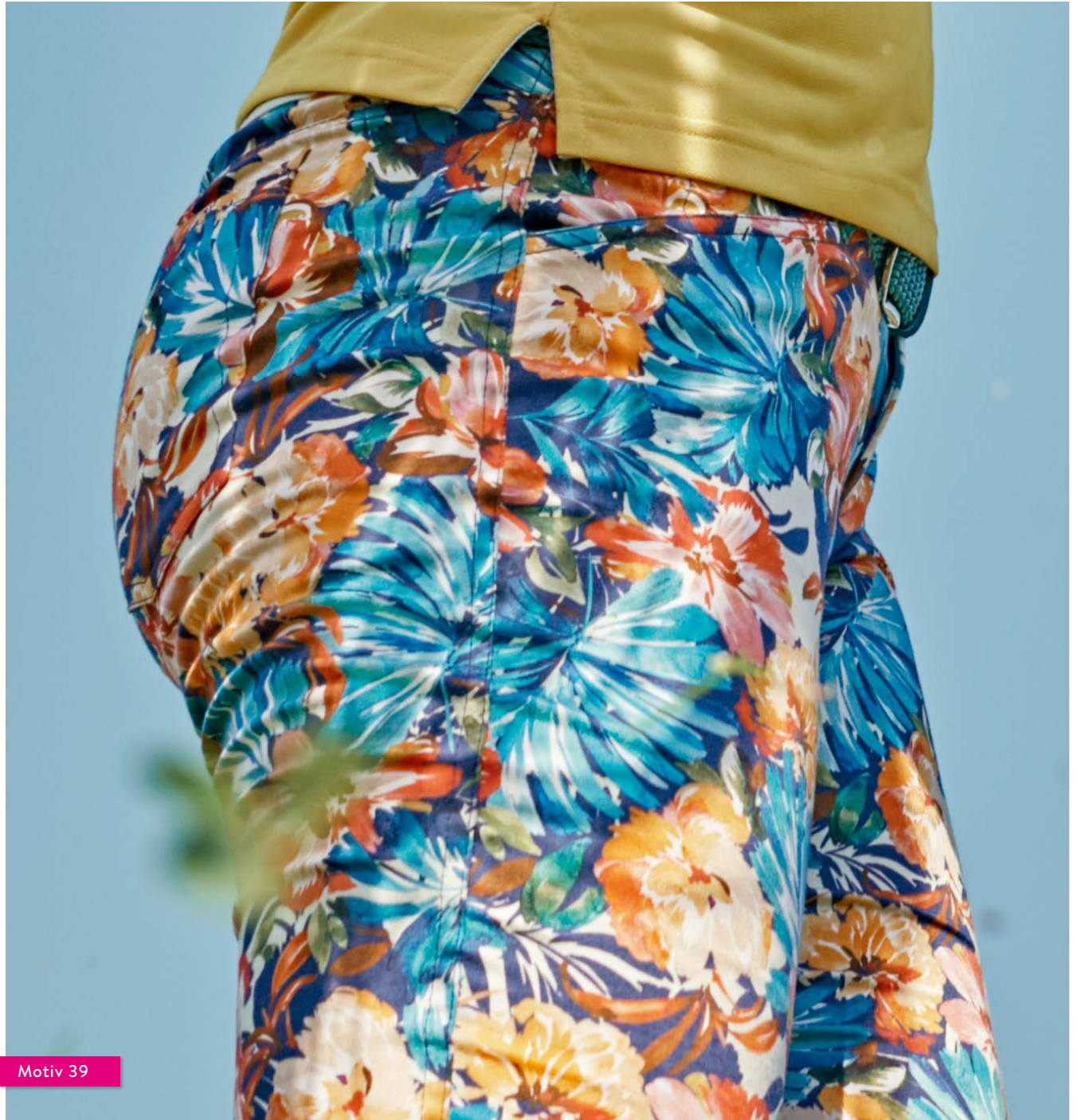
Motiv 09



Motiv 38 | 7776 MONA-C, Summer Flowers



Motiv 37



Motiv 39

THE INTERPLAY OF COLOURS

Stripes, Glenchecks and check patterns meet ornamental prints, dots and floral designs. The colours are rose, pink, purple, red and turquoise, but also camel, neon orange, military, light gray, rock and lime green. The summer of 2019 will definitely be particularly colourful.



Motiv 91

Text and photographic material is available for download at:
press.alberto-pants.com/golf2019

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In 2004, a plane took off for the United States, which was also the beginning of the ALBERT Golf Collection's success story. The company's two managing directors - Georg Walendy and Marco Lanowy were on board of this very plane. In their baggage, they brought along tons of creative ideas for a modern, functional golf collection. In the States, pro golfer Alex Ceika was waiting for Walendy and Lanowy's arrival. At the time, the golf pro had drawn lots of attention to himself because instead of golf pants, he wore ALBERTO pants on the green. He was so enthusiastic about the models in the men's collection that it ushered in a very promising cooperation with the men's fashion label. ALBERTO embraced the challenge to revitalize the sportswear market. Not only with its fashion competency it had acquired over its long history, but especially by developing and using innovative materials. Hence, a very unique collection of golf wear was created that proved to be successful thanks to its extraordinary designs, perfect cuts and completely innovative functions. Since then the label has perfectly established itself in the golf market and golfers love the functional and expressively fashionable golf pants and shirts that hail from Mönchengladbach, Germany.