



ALBERTO

Pants We Love

SUMMER
**20
20**

**COLLECTION
REPORT**



THE FUTURE BEGINS NOW

Light linen pants, elegant Ceramica pieces, casual cottons, rough denims, straightforward seersucker models, technologically sophisticated Revolutionals – ALBERTO's collection for summer 2020 has something for even the most discerning pants lover. Besides carefully considered details and perfect tailoring, these pants feature elaborate washes, subtle surface treatments and imaginative combinations of patterns, colours and fabrics. The shorts and Bermudas segment has again been expanded in readiness for the beautiful summer weather. New cuts and a wide range of materials and designs guarantee that the wearer will always look smart.

Style: 1988 SLIPE, Japan Denim

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



Motiv 13*





Motiv 16



CASUAL COTTON

Sporty, versatile and created with loving attention to detail – pants from ALBERTO's cotton program are the first choice both for leisure wear and when putting together a casual Friday outfit. In their summer 2020 collection, the Mönchengladbach-based pants tailors once again present styles that in fashion terms leave nothing to be desired. The Broken Twill Chino has long since become a classic. For the 2020 summer season, it will be available not only in light colourways, including some pastels, but also in cropped and regular lengths. Turn-ups at the ankles round off this look. Ultra-casual: a dove blue model with a colour-coordinated glen check pattern, an extra-light style with a dotted design on the outside and a paisley print on the inside, and a pants model with fine red/white micro-stripes that is blue on the inside and catches the eye especially when turned up. Another absolute head-turner: 'House', the extensively remodelled drawstring pants that now come with a noticeably narrower waistband, ties on the inside and colour-coordinated stripes, and the solid-coloured pants with an elasticated waist and neon-coloured ties on the inside. These are available in regular and Bermuda lengths. Even more summery: a wide range of shorts including gabardine cargo shorts in a modern camouflage design and Ceramica gabardine Bermuda shorts in vivid neon colours that fasten with a tie belt. The highlights are the short version of 'House' with slacks and cargo Bermuda shorts in a colourful all-over print that features parrots.

Style: 1909 HOUSE-K, Ceramica Gabardine



Motiv 15



Motiv 14

Style: 1909 HOUSE-K, Ceramica Gabardine

**CASUAL
COTTON**



Motiv 17



Motiv 18

Style: 1916 PALM-K, Flower Print

**CASUAL
COTTON**

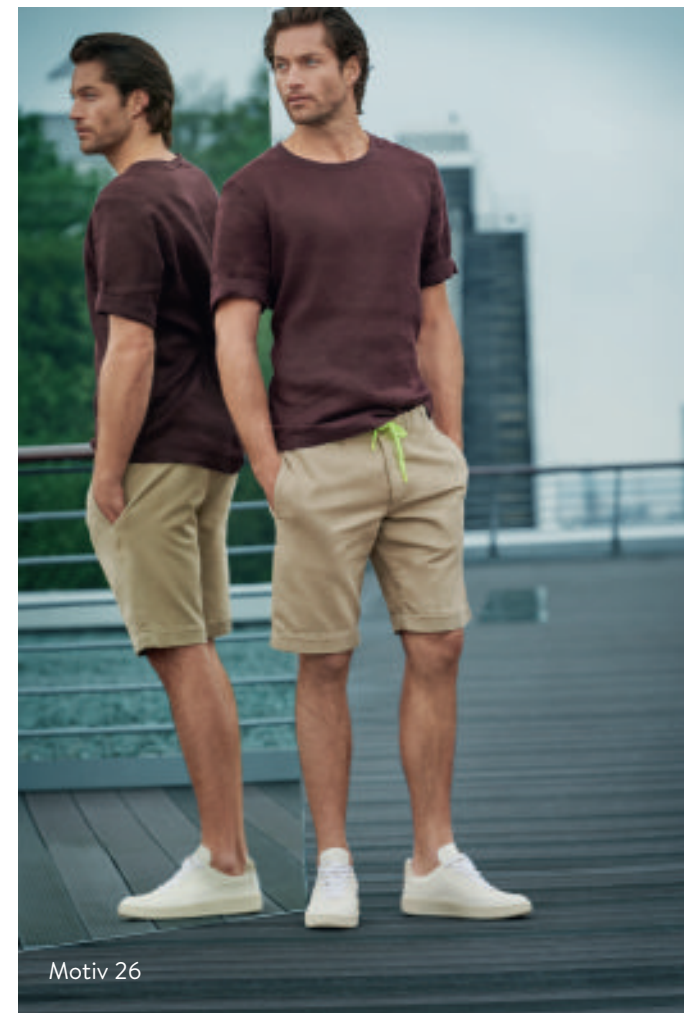


Style: 1903 ROB, Dynamic Superfit Broken Twill

**CASUAL
COTTON**



Motiv 25



Motiv 26

Style: 1901 HOUSE-K, Cosy Cotton

**CASUAL
COTTON**



Motiv 35

Style: 1913 ROB, Maritime



Motiv 36



Motiv 46



Motiv 45

Style: 1923 ROB, Cool Check

**CASUAL
COTTON**



Motiv 53



Motiv 52

Style: 1902 KEN, Compact Cotton

**CASUAL
COTTON**



Motiv 59

Style: 1719 HOUSE-SB, Printed Herringbone



Motiv 60



Motiv 48



SMART DRESSY

Smart Dressy – a perfectly coordinated combination of the finest fabrics, perfectly fitting shapes and sophisticated details. ALBERTO's summer 2020 collection features a whole range of classy, ultra-fashionable pants. Super-light, exceptionally elegant Ceramica checks in brown/beige and grey/baby blue alternate with classic chinos made of hi-tech material in subtle grey/light grey, blue/blue and charcoal grey checks. In fashion terms, the 'Business Traveller' goes one step further. With the same finishings as Premium Business pants, this style scores points not only for its functional high-tech fibres guaranteeing maximum freedom of movement, but also for its smart melange design. The highlights of this segment are wool-look pants with structured patterns and checks, and the newcomer 'Ken', a sporty pants design with pressed tucks, check patterns and trendy narrow turn-ups.

Style: 1948 KEN-C, Ceramica Summer Check



Motiv 47



Motiv 49

Style: 1948 KEN-C, Ceramica Summer Check

**SMART
DRESSY**



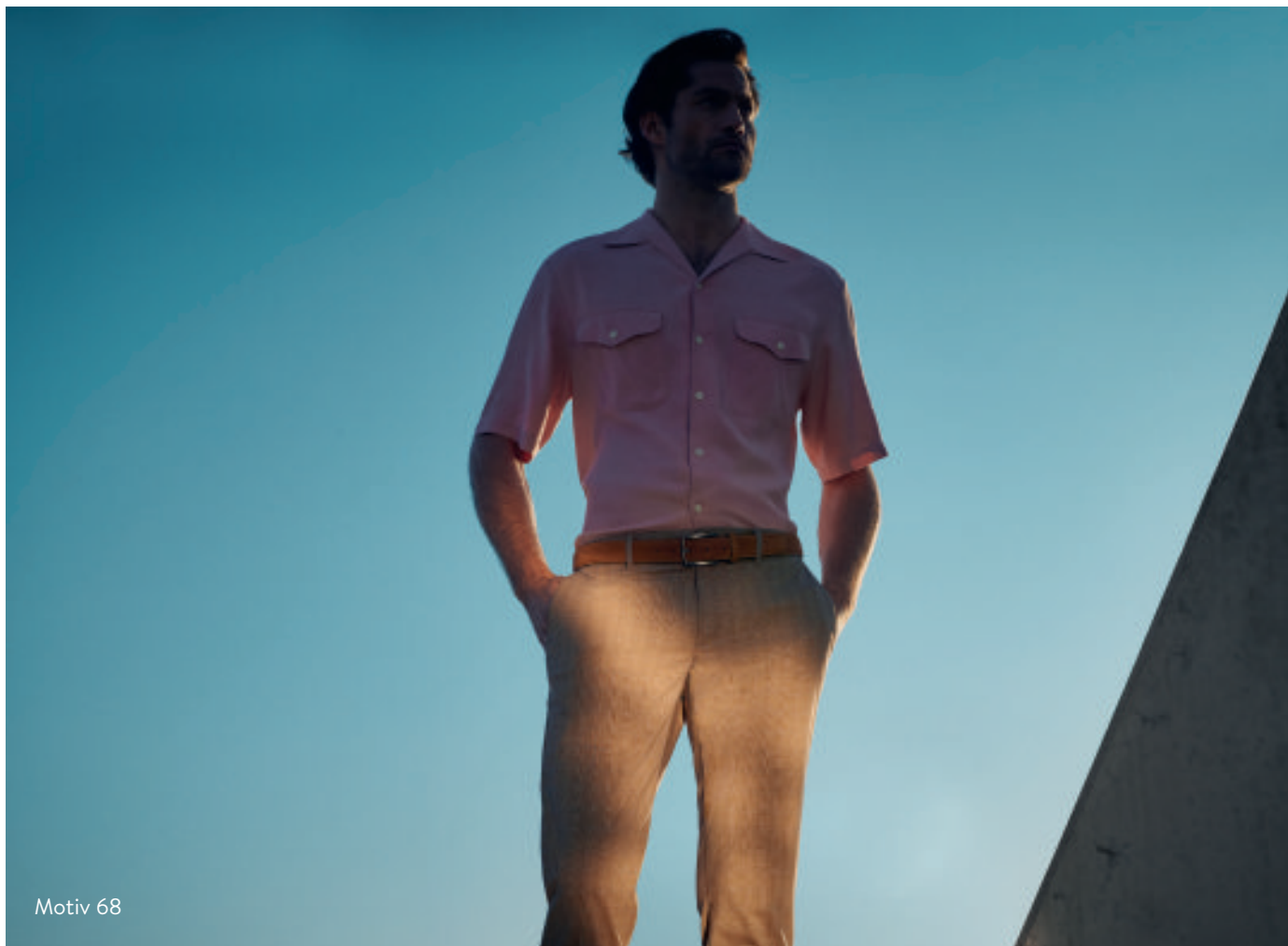
Style: 1947 ROB, Ceramica Glencheck

**SMART
DRESSY**



Motiv 57

Style: 1947 ROB, Ceramica Glencheck



Motiv 68



Motiv 67

Style: 1927 ROB, Ceramica Smart Check

**SMART
DRESSY**



Motiv 72



DENIM

Sometimes rough in classic blue, sometimes soft to the touch in exciting colour variations – jeans are an indispensable part of ALBERTO's summer 2020 collection. Casual cosy denims in light 10.5 oz discreetly washed bi-stretch fabrics alternate with fashionably cut, elaborately finished coloured styles with buffies, crinkles and tough washes. Along with 'Loose', a wide, high-cut 5-pocket pants style with light contrasting seams in natural colours, another absolute must-have is a medium-weight model made of high-quality Japanese red selvedge fabric with a button fly and elaborately printed inside pockets. This series is rounded off by Bermuda shorts and a regular-length model with splashes of colour and destroyed details; these are made of new fabrics that contain a proportion of hemp.

Style: 1988 SLIPE, Japan Denim



Motiv 03

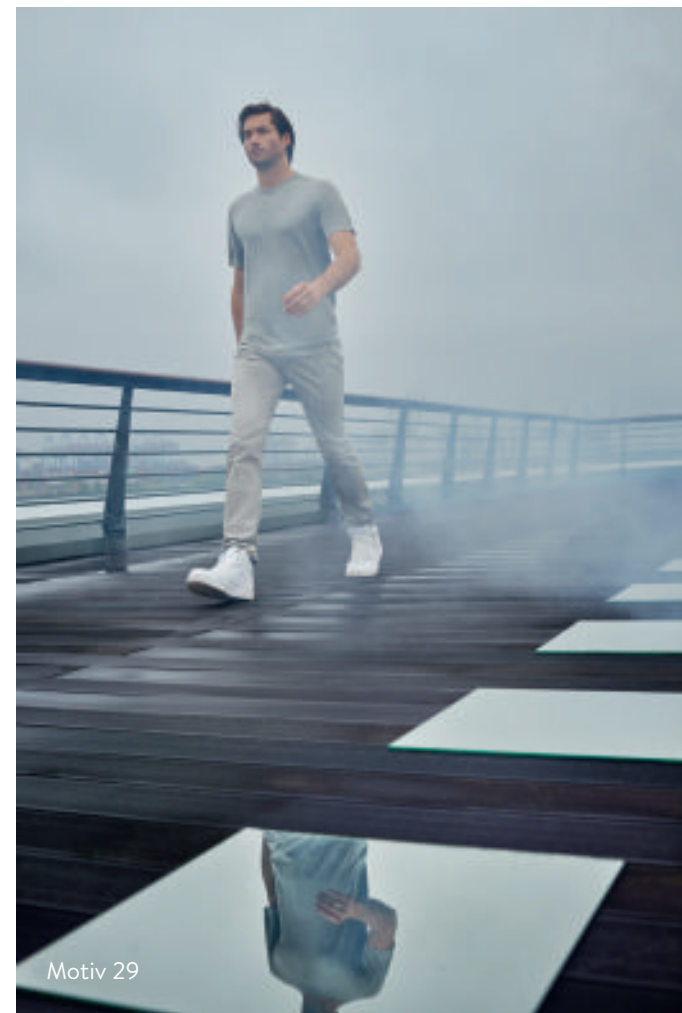
Style: 1988 SLIPE, Japan Denim



Motiv 71



Motiv 28



Motiv 29

Style: 1975 SLIM, T400® Light Denim

DENIM



Motiv 22



Motiv 23

Style: 1981 SLIPE-K, Hemp Denim

DENIM



Motiv 21

Style: 1981 SLIPE-K, Hemp Denim

DENIM



Motiv 41

DENIM

Style: 1988 SLIPE, Japan Denim



Motiv 43



Motiv 42

Style: 1988 SLIPE, Japan Denim

DENIM



PREMIUM BUSINESS DENIM

Ultra-classy jeans, please! No problem with jeans from ALBERTO's Premium Business segment. For the 2020 summer season, the Mönchengladbach-based company has unveiled a program that will upgrade any office outfit. Elegant Tencel, light, and cosy denims are blissfully comfortable to wear, while breathable, temperature-regulating Coolmax jeans add just the right dash of functionality. An absolute essential in every wardrobe: a style made of the finest Egyptian Giza 86 fabrics. This material is not only wonderfully soft to the touch but also has the elegance and appearance of silk.

Style: 1966 SLIM, Dynamic Superfit Bi-Stretch Denim



Motiv 09



Motiv 11

Style: 1966 SLIM, Dynamic Superfit Bi-Stretch Denim

DENIM



Motiv 39

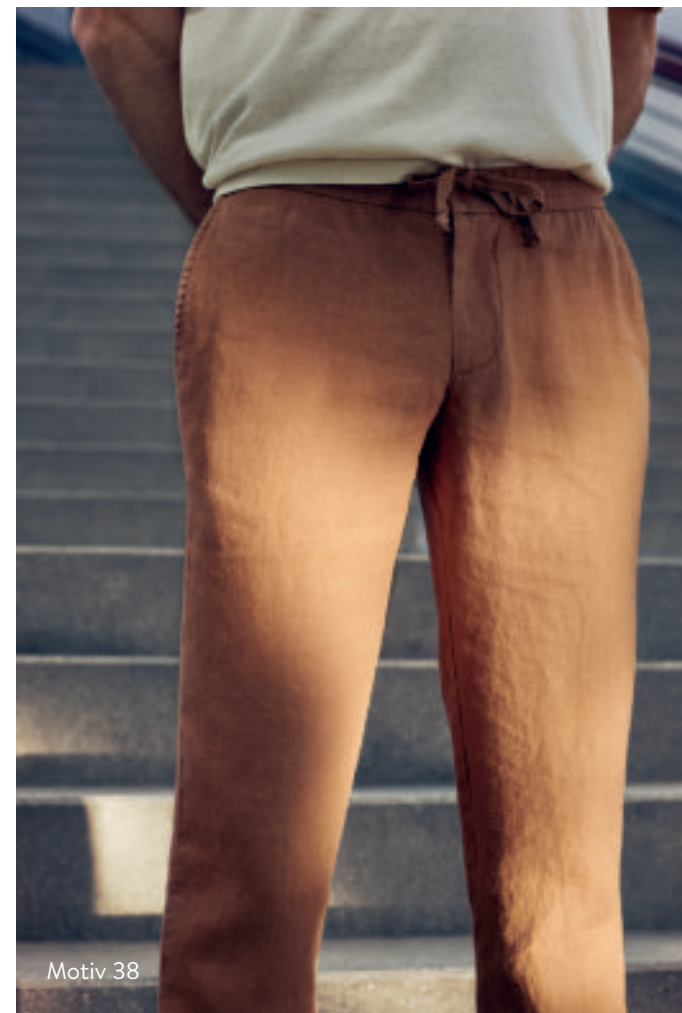
LINEN

Pants in light linen fabrics will again be an absolute must-have next summer. Here ALBERTO presents the model 'House' with a tie belt outside the waist, available in regular and short lengths and an extensive range of colours. The new style 'Ken' in mini-checked stretch fabric comes in a cropped version with a waist pleat.

Style: 1928 HOUSE, Pure Linen



Motiv 37



Motiv 38

Style: 1928 HOUSE, Pure Linen

LINEN



Motiv 63



Motiv 64

Style: 1954 KEN, Linen Glencheck

LINEN



Motiv 69

Style: 1953 KEN, Smart Linen Check

LINEN





Motiv 31

SEERSUCKER AND RIPSTOP

Ultra-light and incomparably comfortable – the crepe fabric seersucker with its casual, three-dimensional crinkle look will be bang on trend in summer 2020. The ALBERTO collection features no less than four seersucker garments. The model 'Charles-C' comes in trendy stripes with a discreetly lengthened waist loop in cropped look and is also available as a casual Bermuda short with a waist pleat. Strikingly elegant yet with a smart sportswear feel: the slim fit 'Charles' and the striped, cropped 'Wide' with a double waist pleat, available in muted charcoal grey and black. Just as important: pants made of ultra-fine ripstop fabric. Minimalist checks and subtle earthy shades create a wonderfully casual look.

Style: 1912 CHARLES-C, Seersucker



Style: 1912 CHARLES-C, Seersucker

SEERSUCKER



Motiv 04

Style: 1944 WIDE-C, Ceramica Small Pinstripe



Motiv 05



Motiv 65



Motiv 66

Style: 1907 HOUSE, Ripstop

RIPSTOP



Motiv 06

REVOLUTIONAL®

Ultra-light, breathable and water-repellent. Not to mention exceptionally fast-drying, easy to store and providing reliable protection against UV rays. Made of high-performance bi-stretch jersey, Revolutionary not only guarantees maximum freedom of movement but is also the epitome of style, making these the ultimate travel pants. Brand new in this segment: 'Rob-Z', which offers protection from mobile phone radiation and an integrated credit card pocket.

Style: 1935 ROB, Revolutionary



Motiv 07



Motiv 08

Style: 1935 ROB, Revolutionary

REVOLUTIONAL®

REVOLUTIONAL®

RADYGO Smart Pocket®

- „Radiation Shield“ protects you from Mobile Phone radiation
- Stay fully connected with your Mobile Phone
- RFID blocking pocket protects your privacy

Style: 1935 ROB-Z, WR Revolutionary®



Motiv 51



Motiv 68

BELTS

Looking for the right belt for your favourite pants? ALBERTO can help. Some of the models for the 2020 summer season come in vegetable-dyed full-grain leather and were made in Italy and Germany. They catch the eye with numerous elaborate surface treatments and subtle details such as an elastic band behind the clasp. The highlights are a braided belt, another in faux stingray leather, and a brown belt with a wide brass clasp.

Style: 1927 ROB, Ceramica Smart Check



SHADES OF SUMMER

It's the exciting combination of muted colours and fresh colourways that characterise summer at ALBERTO. Brown, beige, asphalt grey, sand, charcoal grey, black, white, olive, blue, terra and marine mingle with rose, mint, orange, aquamarine and a vivid yellow and green. Brilliant neon orange, neon green and neon blue provide additional splashes of colour.



Motiv 62



Motiv 55

SHADES OF SUMMER



BACK TO FUTURE

The special guest at the shoot for ALBERTO's summer 2020 collection is probably one of the most legendary vehicles in automobile history. Designed in the mid-1970s, the DMC DeLorean was constructed only 9,200 times between 1981 and 1982 and has enjoyed absolute cult status since it appeared as a time machine in the film series 'Back to the Future'. Originally petrol-driven, the one-of-a-kind e-cap version of this speedy car was fitted with a high-performance electric motor. The future begins now!



Motiv Bike 07

PEDAL POWER

Looking for the right belt for your favourite pants? ALBERTO can help. Some of the models for the 2020 summer season come in vegetable-dyed full-grain leather and were made in Italy and Germany. They catch the eye with numerous elaborate surface treatments and subtle details such as an elastic band behind the clasp. The highlights are a braided belt, another in faux stingray leather, and a brown belt with a wide brass clasp.

Style: 2560 SPEED, Coolmax Denim



Motiv Bike 05



Motiv Bike 06

Style: 2560 SPEED, Coolmax Denim

BIKE JEANS



Motiv Bike 01

REVOLUTIONAL BIKE PANTS

Style: 2951 GRIP, Revolutionary® WR



Motiv Bike 03



Motiv Bike 02

Style: 2951 GRIP, Revolutionary® WR

BIKE GRIP



ALBERTO

Pants We Love

The ALBERTO label has a long tradition. In 1922, the brand began specializing in the manufacture of pants. Pants for men. Ever since, the company has been showing what it takes to create high-quality contemporary fashion: the experience gained through several generations of flawless craftsmanship combined with technological innovation and a sure instinct for trends. Carefully selected materials and close attention to every detail. In short: a creative process that reflects the superiority of these pants right from the start. No more – and certainly no less.

FURTHER INFORMATION:

hopfer PUBLIC RELATIONS

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