PRESS RELEASE

ALBERTO Golf   
  
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ALBERTO Golf Winter 2020

Weather proof on the winter green

Ready to complete an 18-hole-round while temperatures remain below freezing? In a pair of ALBERTO Golf pants you’ll beat the challenge with complete ease. The winter season 2020 collection is not only a winner because of its innovative tech materials and progressive details, but also pleases the eyes with refined prints and subtle colour variations. Once again, it offers a lot of fashion hits. To learn more about the new models making their mark on the course now, check out our overview of the latest trends and essentials.

Men’s Styles

City Golf

Introduced less than a year ago, the wool pants have already established themselves as one of the centre pieces in the ALBERTO Golf Winter Collection. For the coming season, the Mönchengladbach-based fashion label is delivering a stylish successor model. Based on model “Fred” – a flat-front cut that comes in solid colours, as well as colourful corded ribbons on the flap pockets: So, ultimately three brand new items are being launched at once. While an understated two-tone cotton style in navy, grey and brown and a cotton soft-check sporting the traditional brown glencheck design deliver a decidedly subtle look, the colourful accents of the Ceramica Colour Check, which is available in two hues, bring a fresh breeze to the green.

3xDry Cooler

Bi-elastic, temperature balancing, highly breathable, the 3xDry Cooler dries three times faster than conventional pants. This multi-talent meets all technical and stylistic features any golfer desires. For the 2020 Winter Season, ALBERTO Golf presents the golf community’s favourite pants in its bestselling models “Pro,” “Rookie and “Ian.” The line includes a new version of the “Rookie” featuring contrasting piping and stiches. The basic colour ways have been enhanced with five autumnal colours.

Revolutional

Initially introduced two years ago, the Revolutional has long become a fixture in the ALBERTO Golf Programme. That’s hardly surprising, given that the clean tech style does not only provide comprehensive UV protection and optimum room to move because of its high stretch fibre content – it is also perfectly breathable, water repellent and dries extremely quickly. For the 2020 Winter Season, the Revolutional makes its debut in the new double-layer “Rookie” version in navy/medium blue, black/anthracite and light grey/Bordeaux. A shepherd’s plaid version is available in light grey/dark grey or grey/dark green. Contrasts to the print patterns come in the form of neon yellow details on the buttons and labelling. The line is completed by two summer Revolutionals in grass green and sky blue, which will be available for early deliver.

Water Repellent

With their highly functional, dirt and water repellent as well as breathable surface, the Water Repellent Pants have long established themselves as dependable partners on the golf course. The fact that they are also absolutely compelling from a fashion perspective is once again evident in the coming winter season’s small Water Repellent Print Programme. Besides a classic glencheck pattern in anthracite on black and navy, a print is available in a flamboyant checkerboard design in black on anthracite and light blue on navy.

Rain & Wind Fighter

The Rain & Wind Fighter pants are the first choice for true golf enthusiasts who will not be denied a game of golf on the green by rain or even snow. Absolutely wind and water proof, these pants feature practical French terry lining inside their pockets and a welded, breathable thermal interior lining. It’s ALBERTO Golf’s extraordinarily talented model for the next frigid season – the “Nick-T.”

Stretch Energy

The Winter 2020 line-up also includes another Stretch Energy. In the “Rookie” design, this style does not only boast the familiar bi-elastic fabric quality with a combed rough yet plush interior. These pants ensure that the wearer enjoys perfect circulation and flow of energy to the muscles. Moreover, these models boast a stylish two-colour stretchy waistband.

Golf Jeans

A brand new addition and a true highlight in this Season’s collection: The Golf Jeans. They come in a “Rookie” version sporting a clean and classic cut. The tough two-layer raw style is completely water and wind proof, but also breathable and temperature balancing thanks to a water repellent surface and glued over membranes. To make it even more comfortable to wear, the fabric is stretchy. The perfect pair of pants to go to the driving range after a long day at the office and tee off some balls.

True Colours

Elegant glenchecks, refined checks, traditional shepherd’s plaid and exciting checker board patterns - the 2020 Winter Season plays with a wide variety of patterns and designs. Besides subdued hues like grey, brown, red, black and green in different nuances, contrast hues such as aged rose, grass green and sky blue are adding beautifully matching colours.

Women’s Styles

Ceramica

Breathable, temperature balancing, almost wrinkle free and highly elastic paired with a passion for detail and a perfectly tailored cut – these pants provide a well-versed blend of a classic style and refined functions, which make the Ceramica pants the absolute highlight on the green. Just in time for the 2020 Winter Season, ALBERTO Golf presents its new pull-on pants model “Lara” with a side zipper in two impressive wool-look versions. The Flannel Ceramica is available in three understated colours with sporty neon details on the front pockets and seam, while the Ceramica-Checks catches the eye with its subtle checks design with colourful lines running through the pattern. The elastic waistband makes these especially comfortable to wear.

Water Repellent

Want to bring more fashion to the green? The Water Repellent Line models make it easy! Tailored of highly elastic and water repellent fabrics, the Water Repellent Super Jersey brings all of the proven features, such as a plush interior for optimum freedom of motion and perfect heat balancing. This season, it is available as a brand new pull-on model under the name “Nina” with a stretchy waistband and piped front pockets. The pants that are part of the Water Repellent Print Series once again come across as a little flamboyant. A breathable, bi-elastic as well as dirt and water-repellent cotton blend material is decorated with snake patterns. A completely fresh addition to the Collection is this perfect solution for fall golf rounds: A water repellent jersey model with a plush interior, which is available in both, Paisley and ornamental all-over print versions.

3xDry Cooler

Clean, cool und stylish – thanks to breathable, temperature balancing and quickly drying tech qualities and dirt as well as water repellent surfaces – the bi-elastic 3xDry Cooler pants will not only ban uncomfortable shivering and sweating from the green for good, they are also completely revolutionizing the subject of golf pants. Just in time for the 2020 Winter Season, this classic, which keeps its shape and boasts an extra soft touch & feel, will be available in a wide range of colours and model variants. The “Mona” version is a brand new addition to the programme that will be available with black or blue ribbons on the waistband and seam, plus in a matching leopard print.

Revolutional

No winter season without the Revolutional! These breathable, water repellent and fast drying tech pants, which come in special high-performance bi-stretch jersey qualities do not just offer optimum freedom of movement. They also provide comprehensive protection against UV radiation. What’s more: In terms of fashion, the three Revolutional styles created for the 2020 Winter Collection are absolutely compelling. An all-over abstract floral pattern with camouflage undertones and a fuchsia pinkish glencheck print on light grey introduce clear accents. The same is true for the new “Lucy” variant with contrasting seam and pocket piping and double-woven fabrics in a variety of navy-medium blue, black/anthracite and light grey/Bordeaux hues that deliver surprises – and not only when you roll them up.

Stretch Energy

No matter whether the weather is stormy, rainy or snowy – the Stretch Energy promises the most comfortable fit ever – even if the weather conditions are frightening. Ultimately, this can be attributed to the interior plush finish, the bi-elastic quality of the material, the fact that they ensure perfect blood circulation in the muscles and, thanks to the fact that the reflect the body’s own heat, an improved flow of energy. In time for the next season, these pants will be available in two different models.

Rain & Wind Fighter

Guaranteeing 100 per cent water-proof protection, strong defences against the wind and made from a fabric that is absolutely breathable – the Rain & Wind Fighter must not be missing from the line-up of any winter season collection, since it is the ultimate adverse weather solution. ALBERTO Golf offers its must-have for any woman golfer who cannot be driven off the green even in the worst of weather: The “Lexi-T.”

The Interplay of Colours

Different grey, green, blue and brown hues. Add anthracite, aged rose, fuchsia, black and Bordeaux – the ALBERTO Woman Style Golf Colour Ways make an appearance that is fittingly understated for the season; however, they surprise with smart combinations, traditional glenchecks, facet-rich checks, complex Paisley, floral and ornamental designs as well as extravagant snake and leopard patterns, all of which add enthralling accent.

The text and image material is available for download at the following link:

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