PRESS RELEASE

ALBERTO   
  
Mönchengladbach, 10/06/2020

ALBERTO Summer 2021 Collection

**Pants - Always a touch more innovative, multi-faceted and with an eye for detail**

**ALBERTO has the right ingredients for the perfect pants styles, and also knows how to combine them perfectly. The result: a collection that once again pushes the cutting edge of modern pants culture a big step ahead.**

**Seersucker**

Whether they're long or short, plain or with sporty stripe designs in various colourways - seersucker pants are the trendy pants for every occasion and an absolute highlight of the ALBERTO collection. And for good reason, as the extra-light, non-iron crepe fabric with its casual three-dimensional crinkle look doesn't just provide a particularly trendy look, but also offers unbeatable wearing comfort thanks to its cooling fabric features and exceptionally soft feel. In addition to the cropped pleat-front trousers "Ken-C" and the "Ken-K", a Bermuda variant that has also been refined with pleats, the range for the 2021 summer season also includes the elegant slim-fit style "Charles".

**Revolutional**

The perfect shorts for next summer? Ones for every occasion: the beach, the bar, the pool, the city. The "Beach-K" from the ALBERTO Revolutional range is the perfect choice. Not too long and not too short cut, chic yet casual, these shorts made of extra-light, breathable and quick-drying Tec-Jacquard don't just guarantee an unbeatable look with maximum freedom of movement. They also boast loads of additional features. The integrated mesh pants, for example, provide the best climate regulation, while front pockets and a zipper pocket at the back offer enough space for a mobile phone and wallet. Let the sunshine in!

**Denim chino**

Some people call them the ultimate crossover piece, others just call them the best chinos ever. One thing's for sure, ALBERTO denim chinos have found their place in the wardrobe of denimheads and chino lovers alike since their launch last autumn. For the 2021 summer season, the company from Mönchengladbach is presenting a sophisticated style update. Equipped with a brand new labelling, the new-time classic comes not only in a total of 13 colourways with authentic "garment dye vintage" colouring, as well as being available for the first time as shorts for the sunniest months of the year.

**Organic denim**

Embrace the Future – ALBERTO Organic Denim is the range for a sustainable and fashionable impression, with three styles that prove just how multi-faceted New Eco can look in the jeans business. For example, pants made of completely recycled cotton/polyester/tencel/elastane blends with a degree of elasticity of over 40 percent. Or the model made of organic cotton and recycled elastane, with its impressively soft feel and five different washes. And finally the organic denim in three washes, dyed completely without water in a special environmentally friendly process. All-embracing, concise identification marks: Inner lining, serging seams and zipper - in green, of course.

**Linen**

Linen's the way to go! Light, casual, luxurious - this summer linopants are the thing to wear. Worth the hype and ALBERTO is showcasing this with the naturally cooling and also extremely robust natural fibre in an extensive range of styles. Innovative blends, including elastane and Tencel, ensure unbeatable wearing comfort and score fashion points across the board with a variety of designs and colourways. Herringbone, pepitas and checks meet glen checks, micro-structured patterns and classic plain colours. The colour range extends from light yellow, beige and grey to various shades of blue, brown and green. Alongside a model with classic business features, the highlight is the cropped "Mike-C" with a new snap fastener on the flap pocket and an extra-secure Tra-in button.

**Jeans**

Everyone's got them, everyone wears them, everyone loves them - denim is the indestructible classic of textile pop culture and, in spite of its long history, it's always able to reinvent itself. For the 2021 summer season, ALBERTO is presenting a finely staged series of vintage-styled jeans that combine authentic washes with a robust look, not forgetting ultra-modern details like printed pocket linings or colourful bars and stitching. And if you want to wear your favourite style even in hot temperatures, you'll love the lightweight jeans with a weight of 6 to 9.5 oz. Being able to wear jeans so comfortably will certainly provide the "aha" effect. New: the light tapered fit with models like "Slipe" and "Robin".

**Premium Business Jeans**

ALBERTO premium business jeans are renowned as the gentlemen of casual business denims. Next summer, the styles will continue to live up to this reputation with their exclusive mix of high-quality materials, the finest features and particularly soft feel. Bi-stretch models in various washings alternate here with highly elastic luxury T400 pieces and breathable and temperature-regulating Coolmax jeans in clean washed blue and black. Also back: a Dynamic Superfit made of the finest Egyptian Giza 86 qualities. This fabric stands out for its distinctly soft touch & feel and its classy silk look.

**Dressy**

Never out of style: For summer 2021 ALBERTO presents a series of super-light Ceramica pants, with various checks like Pepita or Summer Checks, ensuring the perfect look whether it's in the office or on the street, and with in-depth details and features. For example, in addition to contrasting coloured and partly printed pocket and waistband linings, buttons made of ivory nut, burnt and three-coloured buttons are used here for the first time. Brand new and highly fashionable: the "Ceramica Cool Stripe" with longitudinal stripes in blue/red.

**Cotton**

They're perfect for everyday business, leisure and the smart casual evening event: cotton trousers. For the 2021 summer season ALBERTO once again proves how confidently the casual-light classic can be interpreted. In addition to plain-coloured versions of the cropped "Mike-C" and the old dyed "Rob" in ice blue, off-white, silver, pistachio and nude, pants and shorts with a fine structure or jungle and tropical all-over prints as lavish as they are colourful will be appearing. Superfit qualities with a degree of elasticity of over 30 percent are a must. New in the range: "House-BO", a casual all-round style with drawstring waist, and the "Wind-K", a pair of shorts in cargo look. Classy, and not just for the office: the Ceramica Premium Business Chino.

**Hybrid Sports Pants**

Sometimes you ask yourself why an idea like this wasn't born long ago. Because almost everybody's experienced it: In the morning you hike to the alpine pasture, in the afternoon you go biking with the family and just before dinner you want to swing a golf club. And for this, you need multiple changes. Not anymore - thanks to the new highly functional Hybrid Sports Pants. Whether it's for biking, hiking or on the green - the ALBERTO Hybrid Sports Pants are multifunctional thanks to their UV and water-repellent 3xDRY Cooler and Revolutional qualities. And to ensure that the highly functional pants, long and short, also perform safely on any terrain, all models come with an anti-slip band as well as a new reflective label and some with a mesh lining.

**Features**

The perfect interplay of cut, design and fabric qualities is what separates the wheat from the chaff in fashion. And the choice of the right details always gives the final stylistic touch. In summer 2021, ALBERTO won't just be using three-coloured buttons, material mixes for the inner waistband and pocket pouches and new interiors, some with elaborately printed pocket linings, but also coloured seams and colourful denim labels in a vintage look.

**Belts**

They're the perfect finishing touch to the outfit: Belts are real style essentials that need to be carefully selected and coordinated to match the pants. For the 2021 summer season, the company from Mönchengladbach is scoring points with high-quality, vegetable-tanned leather products made in Italy and Germany, skin-friendly, nickel-free metal elements and a variety of elaborate surface treatments. Vintage looks alternate here with snakeskin designs and decorative stitchings.

**#coolgermany: Fischbek e. V. gliding club**

Gliding in the Fischbeker Heide nature reserve on the outskirts of Hamburg has a long history dating back to the first flight attempts of the aviation pioneer Gottfried Rost in 1910. And even today, a dedicated community of aeronautics enthusiasts meets here under the right thermal conditions to glide high above the unique heath landscape from the three runways of Fischbek e. V. gliding club without the aid of an engine. A place that combines technology, tradition and spirit of adventure with the beauty of nature and thus proves to be an unbeatable backdrop for the ALBERTO Summer 2021 photo shoot.

**ALBERTO x Urwahn Bikes**

With Urwahn Bikes having already established itself as a permanent fixture in the ALBERTO concept store in Mönchengladbach, the ingenious team effort between the Magdeburg two-wheeler smithy and the pants specialists from the Lower Rhine region is now going into the next round. As part of the shooting for the summer 2021 collection, the new ALBERTO Bikepants styles were photographed live and in action on the bikes, which have won several awards for their innovative design. Urban mobility with style and ecological awareness has never been more progressive.

The text and image material is available for download at

Press archive.alberto-pants.com

*ALBERTO regards itself as a culturally influenced pants label in motion, developed for people on the move. People for whom quality, comfort and freedom play an important role, people who seek relevance and find style. Founded some 100 years ago with the goal of becoming a dynamic, innovative presence in the international fashion world and constantly setting new standards, the brand has remained true to its founding ethos to this day. Contemporary craftsmanship and design testify to this as well as the company's own concept store or the use of intelligent, voice-controlled interaction systems. So, what began as a small pants manufacturer, has long since established itself with numerous collections - for urban cyclists, for example: A brand that aspires to anticipate the needs of its customers and unite them into an inspiring lifestyle concept that goes beyond all trends.*

**For more information:**

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