PRESS RELEASE

ALBERTO Golf   
  
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ALBERTO Golf Summer 2021

**On top of the game!**

**New patterns, new colour, new styles and new functions. There’s one thing we can promise you right now: ALBERTO Golf’s 2021 season will be pretty cool, even when the weather’s sizzling. So what trends are going to score high on the fashion leader board? Here is our overview of the highlights and details.**

**Men**

**Dynamic Superfit**

Launched last summer as part of the ALBERTO Golf Woman range, the Dynamic Superfit has now found its way into the men's collection. And for good reason – these casual ultra-stretch cotton pants feature a lot of sophisticated details and look great both on the green and in the office. These classics in the making are available in chino designs ‘Rookie’ and ‘Fred’ and as Bermuda shorts ‘Earnie’ and ‘Martin’.

**Ceramica**

Familiar functions and a whole new look: Ceramica pants are already well known for their breathable, temperature-regulating, crease-resistant, ultra-stretch properties and how pleasant they feel on the skin, but now they have undergone a revolutionary fashion makeover for the summer 2021 season. While our airy, ultra-soft, much-loved Ceramica Gabardine in designs ‘Rookie’ and ‘Earnie’ now draw all eyes in a whole range of fresh solid colours, Ceramica Summer Checks ‘Fred’ and ‘Rookie’ are classic glen checks in two different colourways. The highlight is the return of the Ceramica Stripe. These striped cotton pants with their casual flair are available as ‘Rookie’, ‘Ian’ and ‘Ian-K’ in white/blue or light blue/dark blue.

**Seersucker**

Seersucker is a brand new, ultra-fashionable newcomer to the ALBERTO Golf collection. Made of ultra-light, non-crease, marvellously soft and naturally cooling tech fabrics, pants design ‘Ian’ and shorts ‘Ian-K’ promise perfect wearing comfort from tee-off right through to the very last putt. Available in white/grey and white/blue stripes, they also score points for style and fashion.

**Cotton**

True fashion statements both on and off the green: cotton pants ‘Maritime’ and ‘Flowers and Birds’. ‘Maritime’ comes in Bermuda shorts design ‘Earnie’ featuring summery stripes in ecru/blue, ‘Flowers and Birds’ as slim-fit ‘Ian’ and ‘Ian-K’ Bermuda shorts in an elaborate, colourful all-over print featuring flowers and birds in a classic Japanese design. File under must-haves for the next green season.

**Water Repellent Print**

It's the spectacular symbiosis of fashion and function that makes the ALBERTO Golf Water Repellent Print program so unique. For the summer of 2021, the Mönchengladbach pants tailors have come up with a two-part series of breathable, dirt-repellent and water-repellent styles that are in a class of their own. Piece no. 1 comes in a sophisticated and subtle microdot pattern in black/charcoal, navy/charcoal and white/navy, while piece no. 2, an ultra-stretch pants design in super-soft jersey, turns all heads with a flamboyant all-over flamingo and leaf print in vivid colours.

**3xDry Cooler**

All change in the 3xDry Cooler camp. Starting next summer, these pants will be available in environmentally friendly Ecorepel Bio, a highly functional PFC-free finish made entirely of regenerative raw materials. It goes without saying that they will still have the same functions as before. The ultra-stretch, super-soft, high-performance tech fabric not only guarantees maximum freedom of movement but is also completely breathable, temperature-regulating, dirt-repellent, water-repellent and stays in shape just like it did before. There have also been a lot of changes to the styles available. Newcomer ‘Ian-GP’ comes all in sporty white with contrast piping along the side seams. ‘Rookie-B4’ is also brand new and builds on the two-tone concept with wedge-shaped panels in contrasting colours. As a true highlight of the summer, ‘Earnie-B’ Bermuda shorts offer much more than just a casual fit. With geometric inserts in no less than three colours, they are all-out winners in the fashion stakes.

**Revolutional**

They are ultra-light, breathable, fast-drying, water-repellent and also protect the wearer from UV rays – the high-performance bi-stretch jersey pants from the Revolutional program have set new function and fashion standards for golfwear. In the summer of 2021, they will go one better. The Revolutional Check and Revolutional Smart Check come in various checks and muted colourways, while the Revolutional Summer Check features bold, vivid colours right across the board. The colourful all-over floral print of Revolutional Flowers will turn all heads. For the solid-coloured WR Revolutional, ALBERTO Golf relies on the two classic models ‘Rookie’ and ‘Earnie’, which are also available as modified versions ‘Rookie-B5’ and ‘Earnie-B5’ with grosgrain ribbon on the front and back pockets. WR Revolutional Jacquard is brand new to the program and a true global innovation. In ‘Rookie’ and ‘Earnie’ designs, this style scores points with a subtle pin dot pattern and ultra-soft feel.

**True Colours**

Whether in elegant checks, stripes and pin dot patterns or extrovert flower and flamingo prints, the pants in the ALBERTO Golf men’s program will turn all heads on the green, not least because of the brilliant array of colours ranging from black, white, military, beige and grey through various shades of green and blue to turquoise, coral and orange.

**Women**

**Casual**

Whether on the green, at the office or as leisure wear, Summer Gabardine always looks just right. The combination of high-quality cotton and 28 percent Tencel makes it super soft to the touch and keeps the wearer cool on the hottest days. This casual summer look comes in a wide range of colours and is available in pants designs ‘Mona’ and ‘Alisa’ and Bermuda shorts ‘Arya-K’.

**Water Repellent Print**

They are breathable, dirt-repellent, water-repellent, made of an extra-light bi-elastic cotton blend with a marvellous touch and feel, and leave nothing to be desired in terms of fashion – Water Repellent Print pants have been true eye-catchers for a very long time. The ALBERTO Golf collection for the summer 2021 season will feature no less than three new designs: a large polka dot print in white/light blue and white/black, a microprint in white/beige, white/light orange and white/navy, and a sophisticated leopardskin pattern available in pink and blue. The highlight will be WR Summer Flowers in ‘Mona’ and ‘Lissy’ designs with a colourful all-over floral print. Must-haves that should be in every woman's golf wardrobe.

**Jersey**

Jersey is the latest newcomer to the ALBERTO Golf program and is already a statement item. The Mönchengladbach pants tailors will be launching a series of ultra-stretch, super-light styles that are not only breathable, fast-drying and especially durable but also score points for fashion all along the line. Summer Jersey comes in pants designs ‘Mona’ and ‘Lucy’, as sporty Bermuda shorts ‘Arya-K’ and in skirt variations ‘Lissy’ and the new ‘Lissy-B’. The last of these features an exciting triple colourway. In fashion terms, Jersey Flower Print goes one step further with an all-over floral pattern printed either in full colour or in red/purple, available in Bermuda shorts design ‘Arya-K’ or as skirt ‘Lissy’.

**Revolutional**

With its breathable, water-repellent, fast-drying tech fabrics that also protect the wearer from UV radiation, Revolutional has changed golfwear forever and will also win any number of new fans in summer 2021. The Revolutional Flowers all-over floral print available in charcoal, blue, coral or turquoise marks the launch of a true style classic. Summery, colourful and exquisitely elegant: the Revolutional Vichy Check, a bold gingham pattern in white/blue, white/coral and white/turquoise.

**3xDry Cooler**

The 3xDry Cooler is once again the very heart of the collection. Not only because these exceptionally fashion-savvy styles come in breathable, ultra-stretch, temperature-regulating, dirt-repellent, water-repellent and supersoft tech fabrics with a whole range of intelligent functional features, but also because they have undergone a radical makeover for the summer 2021 season. From now on, this line will be made using nothing but environmentally friendly Ecorepel Bio, a highly functional finish made of regenerative raw materials that is also completely PFC-free. ‘Mona-SB’ and the shorts ‘Arya-K-SB’ are brand new to the collection. These two white pants are embellished with contrasting side stripes in blue, red or black. Another newcomer is ‘Tanja’, a regular fit straight-leg pant with cuffs and waistband in a colour that stands out from the rest of the fabric, just like the Lucy variation ‘Lucy-IBB’ with two different-coloured stripes on the inside leg.

**Plays of colour**

Casual polka dots, classic gingham, sporty stripes, subtle microdesigns and flamboyant leopardskin and floral prints – the ALBERTO Golf women’s look for summer 2021 features a richly varied interplay of patterns and designs. Muted black, beige, military and navy are just as much a part of the colour scheme as vivid yellow, rose, pink, red, coral, orange, white, turquoise and various shades of blue.

Photos: Patrick Lanowy

The text and image material is available for download at:

pressearchiv.alberto-pants.com

*In 2004, a plane took off for the United States – and with it the success story of ALBERTO’s Golf Collection. On board: managing directors Georg Walendy and Marco Lanowy. In their luggage: any number of creative ideas for a modern, functional golfwear collection. In the States, Walendy and Lanowy were met by golf pro Alex Cejka, who at the time was attracting a lot of attention for wearing ALBERTO pants on the green rather than golf pants. His enthusiasm for the pants in the men's collection led to a promising collaboration with the men’s fashion label, and ALBERTO took on the challenge of injecting new life into the sportswear market. ALBERTO’s long history of fashion expertise and the development and use of innovative materials gave rise to a golf wear collection in a class of its own, with striking designs, flawless tailoring, and brand new functions Since then, the label has earned a reputation for being one of the best – golfers have come to count on the functional, expressively fashionable golf pants and shirts from Mönchengladbach.*

**Further information:**

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