PRESS RELEASE

ALBERTO Golf   
  
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ALBERTO Golf Winter 2021

Stay on Course

Love your golf course – even when it’s chilly outside. To make sure your rounds on the green a pure fun even in the rough fall weather, ALBERTO Golf, for its pants, once again bets on an innovative combination of ultra-modern tech materials, smart functional features and fashionable details. Let’s preview the 2021 Fall/Winter styles right now!

Men

City Golf

The City Golf Series cotton pants make a true style statement, not only on the green, but also every single day. For the Winter Season 2021, ALBERTO Golf presents a portfolio packed with style variations and facets. Extroverted to the nines: the Fancy Camou in its camouflage jungle print featuring understated earth tones. Simple and smart: a two-tone style in a wool look that is virtually mono-colored styled as a regular fit jogging pant called “House.” Timeless modern classics: pants in wintery colorful yarn dyed checks.

Cosy Golf

Another brand new addition is the Cosy Golf Line featuring highly elastic and super soft jersey models. On board for the debut: the Cosy Checks with large scale check designs in green, Bordeaux and blue hues; the printed jersey in the “House” style and the “Rookie” in a blend of grays, marine and black with minimalist gray prints. Another amazing addition is the highlight statement piece Cosy Camou, which in its new regular fit “Ryan” style boasts an understated, almost mono-colored blue camouflage pattern paired with water repellent zippers on the front and back pockets.

3xDRY Cooler

They are bi-elastic, keep you comfortable in any temperature, they are breathable and dry three times as quickly as conventional pants: the 3xDRY Cooler have proven themselves as dependable team mates on the green time and again. They have established themselves as true golf wear classics. The newest version of these pants features the innovative ecorepel® Bio Finish. ecorepel® Bio emulates the natural protection of plants thanks to a highly functional, permanently odor free high tech finish. Free of PFC, it is made entirely of regrowing raw materials. Drops of water and liquid dirt simply roll off. A clean solution!

In time for the 2021 Winter Season, ALBERTO Golf does not only showcase best sellers like the “Rookie,” the “Ian” and the “Pro” in winter hues, but also two entirely new styles. To create an even more fashionable look, the regular fit “Rookie-B5” has a colorful corded ribbon on the front pockets and the right-hand back pocket. “Moon,” a style update of the slim fit “Ian,” now sports an added right-hand pocket to hold the score card and your smartphone. It is embellished with a dark red ribbon.

Rain & Wind Fighter

Are you looking for the ultimate golf pants that will withstand any kind of adverse weather? The Rain & Wind Fighter is the perfect solution. This exceptional ALBERTO Golf talent, which will once again be available as a “Nick-T” in the upcoming winter season, is not just absolutely wind and waterproof – thanks to its welded seams and breathable thermal interior lining, it provides optimum comfort even in snow, hail and rain. An add-on that keeps your hands warm and dry: the practical French terry pocket lining. The Rain & Wind Fighter Jersey is a completely new addition to the line. Made of bi-elastic performance jersey and finished in an ingenious two-layer process, these thermal pants will keep you wonderfully warm in any kind of weather, while also optimally protecting you from wind and rain. This newcomer will be launched in the “Rookie” and “Moon” styles.

Stretch Energy

With bi-elastic brushed fabric qualities on the inside, which ensure perfect muscular blood circulation and improve the flow of energy, the Stretch Energy manifests itself as the perfect pants choice for particularly long days on the green. For the 2021 Winter Season, this smart allrounder enters the scene as a “Rookie” in understated fall colors.

Ceramica

Don’t spend another golf season without the super soft pants made of breathable, temperature regulating, virtually wrinkle free and highly elastic Ceramica! In time for the 2021 Winter Season, ALBERTO Golf has given its regular slim fit “Fred” a comprehensive makeover in a retro check – a yarn dyed Glen check design with orange lines running through it.

Revolutional®

After barely two years on the market, pants made of Revolutional® fabric have already completely revolutionized the high tech golf wear segment. After all, these high performance pants made of particularly lightweight bi-stretch jersey provide more than just consistent UV protection. They are also completely breathable and dry very quickly. The monochrome 2021 Winter Revolutionals® also deliver two new colorways in the “Rookie” and “Ian” styles and also make their debut as modern fit “Ryans.” Now, the latter feature zippers with multi-colored ribbons instead of water repellent zippers. Highly fashionable and veritable attention grabbers on the green: “Rookies” in a wintery colorful and a definitely understated check print version. The NOS Summer Revolutional® “Rookie” in a broad color palette and the Revolutional® Jacquard, a summer best seller, which is available in the winter season for the first time, round out the line.

Water Repellent

In the upcoming winter season, ALBERTO Golf will continue its water repellent collection with a brand new water repellent print. The bi-elastic dirt and water repellent, breathable pants will be available in black or marine and have been lavishly embellished with anthracite minimalistic ornamental patterns. A genuine must have style essential for any golf course.

True Colours

Minimalistic ornamentals or camouflage prints, jungle designs or check variations – for the 2021 Winter Season, ALBERTO Golf bets everything on intricate playfulness with a fascinating array of patterns and designs. Besides traditional brown, navy, beige, marine, military and black bases, the perfect backgrounds also come in understated pumpkin, plumb, grassy green, petrol blue and a variety of grays.

Women

Cosy Golf

The talk of the green for women’s fashion? The new Cosy Golf jersey pants! That’s not surprising, given that they combine a simple, elegant well-rounded look with smart tech features, such as lasting elasticity and they are velvety soft to the touch. For the 2021 Winter Season launch, ALBERTO Golf presents the new regular fit model “Clara” as a super jersey version in three hues. A drawstring allows for a relaxed fit, while the neon colored piping on the front pockets as well as on the seam emphasizes the fashionable refinement. The Cosy Camou takes the fashionable look one step further with its subtle, almost monochrome camouflage print in blue. It is available as the “Tina-Z” with water repellent zippers. Compellingly extroverted: the 7/8 regular fit pants – “Mona” and “Lisa,” a new skirt with interior pants made of super elastic jersey. Both styles make their debut in colorful Cosy Check patterns in either green, Bordeaux or blue. They also feature a score card/cellphone pocket.

3xDRY Cooler

The 3xDRY Cooler is a bona fide ALBERTO Golf hit that keeps on getting better as it enters the next winter round. The quality is compelling - both, technically and stylistically. After all, it is not only breathable, temperature regulating and dirt repellent, while keeping its shape and being especially soft to the touch, thanks to its extreme elasticity and lightweight design, it also offers plenty of room to move. Besides a wide range of colors, the company from Mönchengladbach offers an entire series of new pant styles. “Luna” – pull on pants with a score card pocket framed in dark red on the right-hand side, also accommodate a cellphone. Originally developed as bike pants, “Marta”, a slim fit 5-pocket version, boasts contrast colored details on the front pockets and the inside cuff seams. “Sina” is a revised version of the classic “Tina-Z.” Instead of zippers, it features dark red framed piping on its pockets.

Rain & Wind Fighter

Not only will it keep you wonderfully warm, it is also breathable and 100 percent wind and waterproof: the Rain & Wind Fighter is a must have for the 2021 Winter Season for ultimate protection from all kinds of adverse weather conditions. ALBERTO Golf presents the “Lexi-T” pants for golf enthusiasts who hit the course even in the worst kind of weather. The new Rain & Wind Fighter Jersey takes it to the next level. Bi-elastic performance jersey ensures maximum freedom of movement, double layered finishing provides perfect warmth with optimum wind and rain protection. The one-of-a-kind thermal pants are available in “Luna” and “Mona-L” versions.

Stretch Energy

Play in stormy weather, rain or snow: the Stretch Energy is your first choice when you need pants for long sessions on the winter green. There is a good reason for that. After all, these pants with their bi-elastic material qualities that are brushed on the inside do not only keep your circulation in perfect shape. Thanks to the fact that they reflect body heat, they also significantly improve the flow of energy. In the “Julia,” “Alva” or “Mona” styles, they come in a broad palette of colors complemented by beige, light gray and military to correspond with the seasons.

Jersey

Tech jersey pants are the absolute best sellers in the ALBERTO Golf program. The perfect choice for cold days: extra soft and water repelling super jerseys made of slightly brushed fabric. Next winter, an amazing three classical models - “Mona-L,” “Lucy” and “Nina-BT” will be rolled out in a particularly broad color range. The Leo Jerseys deliver even more fashion appeal on the green. They come in the “Luna” and “Sina” styles, which interpret the topical leopard design with subtly hued colorways in marine/blue and anthracite/gray.

Cotton

What makes ALBERTO’s cotton golf pants so popular is the combination of traditional look and smart functions. The Fancy Check is a completely new addition to the 2021 Winter Collection. Colorful woven checks in two different hues introduce top fashion accents and the super elastic cotton/viscose blend promises an extraordinarily soft touch & feel experience.

Revolutional®

Not only do they offer consistent UV protection and maximum freedom of movement, they are also completely breathable and dry fast: the Revolutional®-Pants made of bi-stretch jersey fabric that delivers high technical performance. They are proven, time tested, dependable partners for 18-hole fall rounds. Besides monochrome styles, which feature several new colorways in the “Lucy-SF” style with contrasting side stripes, and in the “Lucy-SUP” version with decorative seam and front pocket piping, the “Mona-L” and “Lucy-SF” models in blue and brown with floral prints in wintry hues are making their debut this season.

Water Repellent

Next winter’s ALBERTO Golf portfolio would not be complete without Water Repellents. After all, thanks to their highly elastic, breathable as well as water and dirt repellent designs, they are the essence of comfort on the green even on long rounds. Moreover, they make truly convincing fashion statements. The new Water Repellent Dots in “Tina-Z” and “Mona” styles feature military hued dots on gray and dark gray dots on marine foundations.

Interplay of Colors

Traditional floral patterns and check designs meet leopard, camouflage and dot prints; bolder grass green and sunny yellow on brown, pink, black, military, anthracite, beige, pumpkin yellow as well as a variety of gray, blue and red hues – the 2021 ALBERTO Gold Women’s Winter Season color range accommodates every golfer’s wishes.

Promotional copy and images are available for download at:

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