**When the fingertips fall in love**

**ALBERTO – reinventing pants for 100 years**

Unconventional, technology-driven, unique: for 100 years, ALBERTO has been making pants you can’t help but fall in love with – just as you would expect from a company whose motto is “Pants we love”. The company’s headquarters in Mönchengladbach are the birthplace of functional pants. Always looking forward, always coming up with new ideas, always anticipating needs, always passionate about sustainability and coming up with the unexpected – this is ALBERTO’s mission, and has been for an impressive 100 years. ALBERTO was established in 1922 as a culturally influenced, dynamic pants label designed for people on the move, people who seek value and find style. This is the founding ethos with which the still independent, family-run company has conquered one niche after another, beginning with the fashion-conscious man for whom quality, comfort and freedom are of paramount importance and continuing to ambitious golfers and street-smart bikers. With pants that captivate the heart and mind. Masterpieces in which every detail tells a story and which inspire the wearer with an appreciation of their craftsmanship, innovativeness, and uncompromising quality. Because they put utility ahead of short-lived trends and stand out from the rest with their style, fit, functionality, and technical features. This means that ALBERTO will not be looking backward during its anniversary year. Instead, the Mönchengladbach-based pants tailors will focus solely on creating new favorites. With partners who share their passion for quality and esthetics. Many of the results will be surprising - just as we have come to expect from ALBERTO over the last 100 years.

*The text and image material is available for download at:*

*pressearchiv.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.*