PRESS RELEASE

ALBERTO Golf   
  
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ALBERTO Golf Winter 2023

Orange Blossom

There's no such thing as wrong weather, only wrong clothing' is the mantra that ALBERTO Golf is consistently committed to in the 2023 winter season. The result: a pants collection characterised by progressive tech fabrics, perfect tailoring and stylish prints and colourways that make golf rounds a real pleasure even in the cold season. Which trends and essentials are waiting for you and why does orange play a special role in the colour range? Here's a look at the highlights.

Men

Ceramica

The iconic Ceramica is an absolute year-round classic in the ALBERTO Golf range. And for good reason. After all, the ultra-light fabric isn't just exceptionally soft, it's also breathable, temperature-regulating, highly elastic and crease-resistant, making it the ideal travel pants to wear anywhere, anytime and in any weather. For the premiere in the cold season, the smart pants are available as a 'Rookie' in three muted colours.

Fancy Corduroy

Clean, sporty and exquisitely elegant – with the Fancy Corduroy, ALBERTO Golf is sending a corduroy style onto the green for the first time for winter 2023. Made completely cotton-free and with their super-soft feel and high degree of elasticity, the pants not only provide perfect comfort, but also deliver when it comes to style thanks to their wide rib pattern. For the launch, the Fancy Corduroy is available as a 'Rookie' and a 'Jump' with drawstring.

3xDry Cooler

It's bi-elastic, temperature compensating, fully breathable and dries three times faster than conventional pants - the 3xDry Cooler is an absolute all-round talent, as much technically as stylistically. For the 2023 winter season, ALBERTO Golf is featuring the golf community's favourite pants under the names 'Pro', 'Rookie', 'Ian' and 'Robin' - and not just in the basic colourways, but also in other fresh sportswear colours. All-new: a 'Rookie' version with orange emphasising a number of details: the elastic band at the back of the waistband, the buttonhole, A-stitching on the front pocket and the label and a tab. The same applies to the 'Ian' version. Here, the buttonhole and A-stitching are also in orange, along with the piping on the back pockets and the loops at the front.

Rain & Wind Fighter

The Rain & Wind Fighter is the perfect choice of pants for golfers who don't want to let snow or rain spoil their round on the green. For the next cold season, ALBERTO Golf will be offering the exceptional pants in the 'Nick-T' version, which isn't just 100 percent waterproof thanks to the welded seams of the inner pants, but also scores points with a breathable thermal lining and a practical pocket lining made of terry cloth. A brand new addition to the range is the double-layer rain and wind fighter jersey. Water-repellent on the outside and brushed on the inside, the windproof and breathable thermal style known as 'Rookie' ensures a comfortable feeling even in the most uncomfortable weather conditions.

Stretch Energy

The clever interplay of a water-repellent surface, a high elasticity factor and a brushed, warming inside as a guarantee for perfect muscle circulation and improved energy flow makes the Stretch Energy the first choice for true all-year-round golfers. For winter 2023, ALBERTO Golf is sending out the 'Robin', a casual 5-pocket in a tapered fit, for the first time, in addition to the 'Rookie' and the 'Ian', which feature orange piping on the back pockets, front loops, buttonhole and A-stitching.

Cosy Golf

They were only launched two years ago, but the styles of the Cosy Golf line have already established themselves as highlights of the ALBERTO Golf range. You might say that this is a given. The bi-elastic and super-soft jersey pants with their cleverly designed patterns are unbeatably comfortable to wear. Included in the 2023 winter season: the Glencheck Jersey as 'Rookie' and 'Ian' as well as the printed jersey with muted two-tone minimal patterns, which comes as the classic 'Rookie' and the regular slim-fit 'Fred'.

Revolutional

No golf winter is complete without the Revolutional! The breathable and quick-drying tech pants with their soft made-in-Italy bi-stretch jersey qualities provide more than just maximum freedom of movement. They're also equipped with comprehensive UV protection and exude style. For winter 2023, ALBERTO Golf presents the Revolutional as a single-layer all-year model and as a double-layer version for particularly cool days. The former comes as a 'Rookie' and as a 'Jump', while the latter is available as a 'Rookie', as a slim-fit cargo 'Clay' with drawstring and as a 'Ryan' with black contrast zippers.

Coffee

Only introduced in the last winter season, the Coffee has already achieved cult status among golf enthusiasts. Not surprising, since the pants are made of highly elastic, water-repellent fabrics that are roughened on the inside and whose fibres contain coffee charcoal particles extracted from coffee bean residues. This is because coffee charcoal doesn't just store body heat and thus acts as an ideal thermal insulator, it also has antibacterial properties and also provides temperature regulation. For winter 2023, ALBERTO Golf is presenting the Coffee in a significantly wider colour range as 'Rookie', 'Ian' and, brand new, as the quasi-chino 'Barista' with drawstring, underwire and pleats as well as turn-ups at the leg ends.

Water Repellent

With the fast-drying, bi-elastic, dirt- and water-repellent and breathable pants of the Water Repellent programme, ALBERTO Golf has set functional as well as fashion standards in recent years. Mönchengladbach-based company plans to stay on this path in the next winter season. The Water Repellent Print comes in 'Rookie' and 'Ian' versions with additional UV protection. Delicately designed minimal prints in three tri-colour shades create stylish accents.

True Colours

Elegant glen checks, exciting two and three-colour minimal prints, classic pepita patterns and sophisticated check prints – winter 2023 features a multitude of pattern and design variations. The matching colouring is provided by muted beige, navy, black, dark blue, military, anthracite, camel and grey as well as fresh orange, yellow-green, brilliant blue and tomato red shades.

Women

Fancy Corduroy

The sophisticated combination of a clean sporty look and smart performance features makes the brand new Fancy Corduroy a standout on and off the green. The completely cotton-free corduroy pants come in a trendy wide-rib look with a soft touch and feel and a high level of elasticity and will be available as 'Alina' for the launch in the 2023 winter season.

3xDry Cooler

They're as stylish as they are functional and extremely comfortable – no wonder that golf enthusiasts have been swearing by the 3xDry Cooler for years. For winter 2023, ALBERTO Golf is presenting the temperature-regulating, breathable, quick-drying and bi-elastic all-round tech pants with the dirt-repellent and water-resistant surface in an extra-wide colour range as 'Mona', 'Lucy', 'Julia', 'Jana', 'Alina', 'Alva' and 'Anja'. Brand new: 'Lucy' with orange side stripes, a 'Tina' version with a label in orange and ribbons in the same colour on the three front zip pockets. One other highlight are the 'inspired by Sandra Gal' models, which combine the know-how

and passion for perfectly fitting and highly functional golf pants with experience from professional sport. All pants were developed according to the wishes and requirements of the German-American pro Sandra Gal and reflect her requirements in terms of performance, quality and design.

Revolutional

Fast-drying, breathable and equipped with comprehensive UV protection – the bi-elastic and wrinkle-resistant Revolutional is a true high-performance marvel and an indispensable item on the world's greens. For the next winter season, the exceptional pants will be launched in a two-layer thermal version for particularly chilly days as a regular 'Lucy' variant as well as 'Lucy-SF' with side stripes and 'Lucy-SUP' with contrasting stripes on the front pockets and leg ends. Freezing is a thing of the past!

Rain & Wind Fighter

The Rain & Wind Fighter is considered the ultimate bad-weather trousers, making it the first choice for all female golfers who don't want to let rain, wind and snow spoil their round on the green. In winter 2023, ALBERTO Golf will be presenting the absolutely windproof and waterproof 'Lexi-T', which is equipped with a welded breathable thermal lining. A brand new addition to the range: with its wind-resistant and water-repellent surface and brushed inside, the double-layered and breathable Rain & Wind Fighter Jersey, being introduced as 'Jana', are the perfect thermal golf pants for the cold season.

Stretch Energy

Bi-elastic Made in Japan tech fabric with a warming brushed inside for perfect muscle circulation, good energy flow and unbeatable comfort. Add to that a water-repellent surface and a keen eye for stylistic refinements – there's no question that the all-weather Stretch Energy is an absolute must-have for ambitious all-year-round female golfers. For next winter, the clever all-round pants will be available in a significantly wider colour range as 'Julia', 'Alva', 'Jana', 'Lucy' and as 'Lucy-PA' with orange detailing on the pocket openings and leg ends.

Cosy Golf

Two years after its introduction, Cosy Golf has long since become an institution on the ladies' green. And for good reason. After all, with their high setback and super-soft feel, the bi-elastic jersey trousers don't just provide maximum comfort, but also deliver in terms of fashion time and time again. In winter 2023, the style-conscious standout is available as 'Sina' with either a leopard or ornamental all-over print.

Coffee

With the Coffee, ALBERTO Golf proves once again this winter that coffee can't just keep you warm from the inside, but also from the outside. The pants are made of highly elastic, water-repellent fabric with a brushed interior. Coffee charcoal made from coffee bean residue is incorporated into the fibres to store body heat and provide compact insulation. But that's not all: in addition to being temperature-regulating, it also has antibacterial properties. Coffee is now available in a significantly wider range of colours as 'Mona-L', 'Mona', 'Alva' and – brand new – as 'Sarah', a pair of sporty pants with an orange elasticated waistband.

Water Repellent

Extremely fashionable and right at home on greens all over the world – the Water Repellents are true classics in the ALBERTO Golf range. For the next winter season, the Mönchengladbach-based company is introducing the highly elastic, breathable and water and dirt-repellent pants in a wide range of styles. The Water Repellent Super Jersey, made of extra-soft and fast-drying made in Italy fabric, features a brushed inside and comprehensive UV protection and is available as 'Mona-L', 'Lucy' and 'Sarah', while the Water Repellent Check Jersey available as 'Mona' and 'Tina' and the Water Repellent Jersey Print as 'Luna', 'Mona' and 'Lucy' combine the added functionality with check and fancy prints. With the Water Repellent Print, which also features UV protection, ALBERTO Golf is focusing entirely on finely designed minimal prints in three different colourways. The pants of choice here are 'Jana' and 'Lucy'. The two versions of the Water Repellent Flower Print, 'Mona' with an orange floral all-over print and 'Julia' with a colourful floral print, and the Water Repellent Leo Print with a wild leopard pattern, are real eye-catchers. These are also based on elastic and water-repellent cotton fabrics.

Colour plays

Classic checks, playful floral and leopard prints as well as filigree minimal patterns and ornaments meet muted shades of grey, black, blue, anthracite, beige, military, off-white and brown in the ALBERTO Golf women's styles. Orange, tomato red, mint and coral create clever colour accents.

Photos: Patrick Lanowy

*In 2004, a plane took off for the USA – and with it the success story of ALBERTO's golf collection. On board: the two managing directors Georg Walendy and Marco Lanowy. In their luggage: a host of creative ideas for a modern, functional golf collection. In the States, Walendy and Lanowy were awaited by golf pro Alex Cejka, who garnered attention at the time by wearing ALBERTO trousers on the green instead of golf trousers. Thrilled by the models from the men's collection, a promising cooperation with the men's fashion label came about and ALBERTO took on the challenge of revitalising the sportswear market. It wasn't just the many years of fashion expertise, but especially the development and use of innovative materials that led to the creation of truly special golf wear, which stood out with its unusual designs, perfect cuts and completely new functions. Since then, the label has become well established – golfers know the functional and expressively fashionable golf pants and shirts from Mönchengladbach.*

The text and image material is available for download at:

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