PRESSEINFORMATION

ALBERTO   
  
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The next level

**ALBERTO AI: Artificial Intelligence in Action**

**Amazon's Alexa as an in-store shopping aid, virtual shop concepts in the metaverse, augmented reality campaigns. ALBERTO has always been at the cutting edge – not just in developing and using innovative cuts, washes and materials, but also in the use of the latest technologies. So it's quite logical that the Mönchengladbach-based company is also using artificial intelligence now, with its own ALBERTO AI.**

"We love experimenting and we've been exploring the opportunities offered by artificial intelligence for a long time, not least for this reason. We're less concerned with the much-discussed disruption of old structures, though, and more with the additional opportunities its use will offer for our everyday work and communication with our customers in the future," says Marco Lanowy, ALBERTO's passionate managing director, explaining the launch of ALBERTO AI, the latest tech move from the Mönchengladbach-based trouser-makers.

The text-based AI on the ALBERTO website, developed on the basis of ChatGPT and trained with all relevant information about the ALBERTO corporate cosmos, will go online in mid September. When visitors type in a question, they'll be able to find out not just everything about products and materials, but also information about the company's history and philosophy or ALBERTO's sustainability efforts.

And that's not all. From now on, ALBERTO will also be using artificial intelligence for image and video material. The best example is the ALBERTO bike clip recently launched on the company's own social media channels. Other possible applications are currently being intensively discussed, tested and conceived.

"Right now, the fashion market is moving into an incredibly exciting phase, and I assume that the market data we get from AI will make it possible to analyse user behaviour even more effectively in the future. This will enable us to target creation, production and communication even more precisely and, last but not least, to save resources," Marco Lanowy continues. The tool was programmed and implemented by the Krefeld digital agency three-2-one. Stay tuned!

The text and image material is available for download at:

press.alberto-pants.com

*ALBERTO regards itself as a culturally influenced pants label on the move, developed for people on the move. People who value quality, comfort and freedom, people who seek relevance while finding style. Founded around 100 years ago with the goal of becoming a dynamic, innovative presence in the international fashion world while constantly setting new standards, the brand has remained true to its founding ethos to this day. Contemporary craftsmanship values and design bear witness to this, as does the company's own concept store or the use of intelligent, voice-controlled interaction systems. What began as a small pants manufacturer has long since been incorporated into collections – for urban cyclists, for example: A brand that's set itself the goal of anticipating the needs of its customers and combining them into an inspiring lifestyle concept that's also relevant beyond all trends.*

**For more information:**

HOPFER Public Relations

Mona Meier, owner

Panoramaweg 6, 78727 Oberndorf a. N.

Tel: +49 7423 8758752

mona.meier@hopfer-pr.de

hopfer-pr.de

ALBERTO GmbH & Co. KG

Clarissa Debiel, Marketing

Rheydter Straße 19-31, 41065 Mönchengladbach

debiel@alberto-pants.com

alberto-pants.com