PRESS RELEASE

ALBERTO Golf

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ALBERTO Golf Summer 2024

**Pants Style-in-One**

**Smart tech fabrics, intricate details and subtle plays on colours and patterns – ALBERTO Golf offers yet another perfect blend of style, function and fashionable sophistication for next summer on the green. We reveal what golf enthusiasts can look forward to here.**

**Men**

**Ceramica®**

These are highly elastic, crease-resistant, breathable and temperature-regulating and provide an exceptionally soft feel – pants made from **Ceramica** ensure optimum comfort from the first tee shot to the last hole. For summer 2024, ALBERTO Golf is presenting the two classics 'Rookie' and 'Earnie' in beige, olive and a casual light grey/blue.

**3XDRY® Cooler**

Pants made from **3XDRY® Cooler** are true perennial favourites in the ALBERTO Golf range – and for good reason. In addition to being temperature-regulating, breathable and water and dirt repellent, they also provide maximum freedom of movement and dry three times faster than conventional golf pants thanks to their high elasticity. Next summer will see the launch of six proven bestsellers: the 'Pro', 'Master', 'Earnie', 'Rookie', 'Ian' and 'Robin'. Brand new in the range: the 'Ian-BSGT' and the 'Earnie-GSP'. The former comes with contrasting-coloured rear piped pockets, two loops, a latch and an embroidered A on the right front pocket. The latter has contrasting piped back pockets and piping in a different colour on the side seams. Both styles are available in white/navy, beige/poison green, royal blue/beige, navy/orange and grey/white.

**Tech**

Super-stretchy, breathable and immensely style-conscious – the pants in the ALBERTO Golf Tech range don't just provide unbeatable comfort on the green, they're also fashionably refined. For the next summer season, ALBERTO Golf is launching the **Tech-Print** as 'Rookie', 'Ian' and 'Earnie' with an intricately designed minimal dot print in grey on black or navy.

**Cotton**

With their classic glen check in subtle shades of blue, the **Cotton** Smart Check have a very traditional look. The cotton pants with a wonderfully soft feel are available as 'Rookie' and 'Earnie'.

**Water Repellent**

The **Water Repellent** range is a true ALBERTO golf classic. Equipped with a breathable, water and dirt-repellent surface, the super stretchy pants ensure perfect performance and a stylish look in any weather. In summer 2024, the Mönchengladbach-based company will be presenting the super-lightweight **Water Repellent Summer Stripe** as 'Ian-K' and 'Earnie' with a woven-in stripe pattern in a choice of beige-navy or light blue-navy, as well as the **Water Repellent Fuzzy Flowers**, extra-soft cotton gabardine pants with a colourful floral print, which come in the 'Earnie' design.

**Jersey**

ALBERTO Golf gave the classic jersey golf pants with super soft and highly elasticated fabrics and elaborately designed all-over prints an extensive makeover last summer. Now, the 2024 season brings a seamless second round. The **Flower Jersey** will be available as 'Earnie' and as 'Ian-K' Bermuda shorts with a subtle floral pattern, while the **Jungle Jersey** as 'Earnie' goes all out in terms of colour with a bright tropical print.

**Air Mesh**

**Air Mesh** pants are a brand-new addition to the ALBERTO golf range. The ultra-light Made in Japan Tech fabric is highly water-repellent, breathable and cooling. The newcomers are available as drawstring pants 'Jump' and 'Earnie' in navy and black.

**Revolutional®**

When **Revolutional®** was launched, it casually took the golf world by storm, and even a few seasons later, pants made from the technically high-performance bi-stretch jersey are still setting new standards. No wonder, as they don't just guarantee maximum freedom of movement, but are also extra-light, breathable, quick-drying, water-repellent and comprehensively protect against UV rays. For summer 2024, ALBERTO Golf has once again upped the ante. The plain-coloured **Revolutional** comes as 'Rookie', 'Earnie', 'Ian' and the brand new Bermuda style 'Max' in mustard yellow, light olive and poison green, while the **Revolutional Check** as 'Rookie', 'Ian' and 'Earnie' is accentuated with a fine check pattern in royal blue/navy, grey/black, white/navy and light grey/navy/poison green. A real eye-catcher: the **Revolutional Grid** with an extravagant grid print in fuchsia, poison green and grey on 'Jan' and 'Earnie'.

**Coolmax® Superlight**

An absolute winner on the green since their launch almost two years ago: the **Coolmax® Superlight**. Made from super-soft, breathable, quick-drying and temperature-regulating Japanese-made high-tech fabric, the pants weigh in at a record-breaking 160 g/m. For the 2024 summer season, ALBERTO Golf is presenting this exceptional model in military, royal blue, fuchsia, navy and black as the bestseller 'Rookie' and the newcomers 'Mike' and 'Max-K'. 'Mike' is a casual tapered fit pant with pleats and back flap pockets, while 'Max-K', a wide modern fit Bermuda with a discreetly shortened leg length, is equipped with a piped pocket and a patch pocket.

**True Colours**

Whether it's filigree or abstract floral and grid patterns, subtle dot prints, checks or stripes – ALBERTO Golf will be extremely colourful on the green in summer 2024. This will be achieved with bright royal blue, poison green, orange, white and fuchsia. Grey, mustard yellow, beige, olive, military, black and navy provide muted accents.

**Women**

**Water Repellent**

It's the subtle combination of fashion and function that makes the ALBERTO Golf **Water Repellent** range so unique. In summer 2024, the breathable, dirt and water-repellent range made from extra-light, bi-elastic cotton blend fabric will be available again in a wide range of styles. The **Water Repellent Summer Stripe** is being launched as cropped pants 'Jana-CR' with a fine stripe pattern in beige-navy and light blue-navy. The **Water Repellent Flowers** styles 'Jana' and 'Julia' are all about colourful floral all-over prints, while the **Water Repellent Fancy Leo** styles 'Mona-K' and 'Lissy' stand out with a colourful leopard print. A real eye-catcher: the **Water Repellent Black & White Flowers** with an abstract black and white floral print on the 'Alva' and 'Julia' styles. The super stretchy pants made of soft cotton with a water-repellent surface also bring an extra dose of fashion to the green. For the next summer season, ALBERTO Golf is presenting the **Summer Flowers** with a playful all-over watercolour print as the 'Alva' long legs and 'Arya-K' Bermuda shorts.

**Tech**

The pants in the ALBERTO Golf **Tech** range have also long been ready for the course. It's no wonder, as the bi-elastic and breathable fabrics provide maximum freedom of movement as well as optimum comfort. In summer 2024, the Mönchengladbach-based company is presenting the **Tech** **Print** here as 'Anja' with a fine minimal dot print in grey on navy or on black.

**Jersey**

ALBERTO Golf has once again significantly expanded its **Jersey** range for next summer. The best-selling **Summer** **Jersey** is made from highly elastic, breathable, quick-drying Italian fabric that protects against UV rays and is available in three new colours: grey, Chagall blue and summer red. It comes in long legs 'Mona' and 'Sarah', cropped pants 'Jana-CR', capri 'Mona-C', Bermuda shorts 'Audrey-K' and 'Arya-K' and skirt model 'Lissy' with integrated briefs. The **3D Jersey** with a three-dimensional OP-Art all-over print in pink or navy on the two cropped styles 'Tina-CR' and 'Lucy-CR' as well as on the 'Lissy' golf skirt is particularly extravagant. With its subtle floral print in grey, Chagall blue and summer red, the Flower Jersey is a real highlight and is available as 'Mona', 'Lucy-CR', and 'Audrey-K'. The **Fancy Jersey** goes one step further with a digital print that is as colourful as it is abstract. The high-fashion styler is available as 'Arya-K' and 'Lissy'.

**Revolutional®**

Quick-drying, water-repellent, breathable and equipped with comprehensive UV protection – the **Revolutional®** is a tech all-rounder that's become indispensable on the green. In the next summer season, the pants will prove that they're also at the forefront of fashion with a series of exciting all-over prints. While the **Revolutional Print** as 'Mona', 'Mona-C', 'Mona-K' and 'Jana-CR' features a blue or fuchsia-coloured minimal pattern on a white background, the **Revolutional Check** comes in a classic check pattern in white/pink-orange and light blue/pink. The models of choice here are the 'Mona-C', the 'Arya-K' and the 'Lissy' golf skirt. No less style-conscious: the **Revolutional Grid** with an exciting grid pattern in fuchsia, poison green and grey on the 'Jana-CR' and 'Audrey-K'.

**3XDRY® Cooler**

The **3XDRY® Cooler** is also the benchmark in terms of comfort, style and performance for ALBERTO Golf women. After all, the pants aren't just breathable, temperature-regulating, dirt-repellent and especially quick-drying, but also offer maximum freedom of movement thanks to their high elasticity. In addition to a number of old favourites, the new range includes 'Jana-CR-B', cropped length pants with white stripes on the back pockets and coin pocket as well as a white insert at the bottom hem, and 'Jana-CR-P', a white cropped style with multi-coloured seams and stitching. Following the successful launch of **the ALBERTO Golf x Sandra Gal** collabo collection last year, the exceptional German golfer has once again teamed up with the Mönchengladbach-based pant makers. The result: a four-part series of it-items that deliver in every respect. Once again, 'Sandra-SA', dressy pants without belt loops with a higher rise, navy-white-olive striped elasticated hems and back waistband and back pockets matching the yardage book. Brand new: the 'Selina' golf skirt in white/navy and the 'Samira' slip-on pants in white with blue decorative piping. The quartet is completed by the Sanne slip-on pants, slim dressy pants with a high waist, piped pockets that can be closed at the front with zips and stitched piping at the front. All capsule styles come with their own hangtag and signature purple back label.

**Colour plays**

Floral and leopard prints meet stripes, dots, checks and minimal designs, white, fuchsia, poison green, pink and orange meet beige, navy, summer red and light blue – ALBERTO Golf Summer 2024 is all about sophisticated interplays of colour and pattern.

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.*

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