PRESS RELEASE

ALBERTO   
  
Mönchengladbach, 08/08/2024

Outstanding service and a friendly & personalised atmosphere guaranteed

**ALBERTO fashion agency Fishi & Friend's: Relocation from Düsseldorf to Essen**

**On 1 June 2024, the fashion agency Fishi & Friend's, headed by Klaus Fischer, longstanding ALBERTO sales partner for North Rhine-Westphalia, moved from Düsseldorf to Essen. Retailers have much to look forward to – innovative collection presentations and interesting discussions in an extraordinary atmosphere. Like the ALBERTO family business, Fishi & Friend's is synonymous with close partnerships and a friendly atmosphere.**

Just 15 minutes by car from Düsseldorf city centre but still in the heart of the countryside – centrally located between the Ruhr and Rhineland conurbations, the new ALBERTO flagship showroom of the Fishi & Friend's fashion agency on the southern outskirts of Essen gives retail partners access to excellent transport links as well as an exclusive ambience. The ALBERTO collections are now being presented here on an area of around 80 square metres in the rooms of a villa from the Wilhelminian era, with its old stucco ceilings and sleek concrete floors. A harmonious black and gold colour concept underscores the ingenious fusion of traditional craftsmanship, pioneering techniques and intelligent, sustainable fabric, cut and processing techniques that have always characterised the styles of the Mönchengladbach-based pant label.

“Our collection is presented in a first-class retail space, which gives it a real showcase character. The premises also have everything we need for a positive and focussed working atmosphere,” enthuses ALBERTO Managing Director Marco Lanowy, adding: “We've already been working successfully with Klaus Fischer and his dedicated team for 15 years. Just like ALBERTO, the agency epitomises a modern and progressive approach to fashion and the very best service.”

The new address is:

Agentur Fishi & Friend‘s

Meisenburgstr. 276

45219 Essen

Email: agency-fischer@alberto-pants.com

The text and image material is available to 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 and style. Founded over 100 years ago with the aim of becoming a dynamic, innovative presence in the international fashion world and constantly setting new standards, the brand has stayed true to its founding ethos to this day. Contemporary craftsmanship and design are just as much a testament to this as 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 become part of collections - for urban bikers, for example: A brand that has set itself the goal of anticipating the needs of its customers and combining them into an inspiring lifestyle concept that also transcends all trends.*

**For more information:**

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