PRESS RELEASE

ALBERTO   
  
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ALBERTO x HIRMER

**ALBERTO with premium pop-up in Munich**

**ALBERTO is pushing its newly revised shop concept and opening a premium pop-up in the Munich flagship store of the leading menswear specialist HIRMER. The 40-square-metre area was developed by Jochem Reichenberg, who also designed the ALBERTO concept store in Mönchengladbach. The result is a new meeting place for pants enthusiasts, with a focus on casual, lightweight pants. The lightness of the collection is emphasised by the high-quality, minimalist design of the pop-up area.**

An impressive shopping experience in a strong brand environment – ALBERTO is also focusing on premium for its retail presence. The key part of this strategy is collaboration with selected first-class department stores. Now, HIRMER, one of the world's largest menswear-only stores, is opening a prestigious location in Munich: the Mönchengladbach-based pants maker will be launching a premium pop-up here until 28 April 2025.

‘The premium character of our pop-up area is in line with our conviction that it's time to upgrade ALBERTO's positioning in retail,’ says Marco Lanowy, Managing Director of ALBERTO. ‘The new shop concept will enable us to highlight the company's values even more clearly and communicate them in depth.

The 40 spruced-up square metres provide a focused introduction to the ALBERTO cosmos but also leave plenty of room for interpretation. In the space at HIRMER's Munich flagship store, the pants experts are once again relying on their strength: the product. Once again, the partner in crime was ‘Ideenbauer’ and master carpenter Jochem Reichenberg, who's already been able to express his penchant for minimalism in the ALBERTO Concept Store, among other places. Although stripped down to the essentials, the innovative spirit behind the new pop-up is still tangible: selected styles are presented on busts that appear to be floating. Delicate frames made of galvanised steel create a visual framework and also serve as a hanging system. The result is a lightness that's almost astonishing considering the materials used.

This perfectly matches the spirit of the protagonists on the surface. From premium gabardine with Ceramica® to light cotton and light Tencel™ denim, ALBERTO highlights the light, breathable, temperature-regulating summer fabrics of the casual business and casual pants. Cubes made of black dyed-through wood fibre boards accommodate pants in all available sizes, while a wall made of zinc sheeting provides additional presentation space. The surfaces and boundaries are also made of zinc sheeting – a stylish contrast to the parquet flooring.

‘The successful brand performance of ALBERTO is also reflected in the high-profile partnerships,’ says Marco Lanowy, getting to the heart of the matter. With the pop-up in HIRMER Munich, the pants makers have added another chapter to the success story.

**The text and image material is available for download at: Pressearchiv.alberto-pants.com**

*ALBERTO considers itself a culturally influenced pants label on the move, developed for*

*people on the move. People who value quality, comfort and freedom, people who are*

*looking for substance and find style in the process. Founded over 100 years ago with the*

*goal of becoming a dynamic, innovative presence in the international fashion world and*

*repeatedly setting new standards in the process, the brand has remained true to its*

*founding ethos to this day. Contemporary craftsmanship and design are testament to this,*

*as are the company’s own concept store and the use of intelligent, voice-controlled*

*interactive systems. What began as a small pants factory has long since expanded into*

*collections for urban cyclists, for example. ALBERTO is a brand that has made it its*

*mission to anticipate the needs of its customers and combine them into an inspiring*

*lifestyle concept that has its own raison d’être beyond all trends.*

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