PRESS RELEASE

ALBERTO   
  
Mönchengladbach, 20/05/2025

**Summer collection 2026**

**Touchable pants for a reason**

**The day starts at the office, lunch is out on the town, and in the evening you've got plans with family and friends. A long weekend with a fun city break and museum visit is coming up, or maybe it's holiday time. And every day starts with picking the right outfit. ALBERTO wants you to feel good in your clothes, with a great style and a comfy fit. The Mönchengladbach-based pants enthusiasts are renowned for seamlessly combining design and function. For the 2026 summer season, the brand new ‘Touchable Pants for a Reason’ collection is launching a series of distinctive pants that look great, fit like a dream and cut a fine figure in any everyday situation.**

**Let it flow!**

Palazzo pants are some of the hottest key pieces right now. And for good reason. These pants, with their wide cut and flowing fabrics, aren't just casual and elegant, they're also super comfy. For summer 2026, ALBERTO has given this style an elaborate makeover with a brand new model – and it's quite something. Finished with precisely placed creases and double pleats, as well as an elasticated waistband with concealed hook fastening and internal button placket, the ‘Liam’ adds an ultra-modern twist to the classic high-waisted, wide-fit look. And because ALBERTO wouldn’t be ALBERTO if style didn’t go hand in hand with function, this bi-elastic statement piece made from lightweight virgin wool is not only crease-resistant, colourfast and lightfast, but also offers cooling properties. This makes it the perfect choice for both holidays and business.

**The fine art of disruption**

What happens when you combine the heavy used look, so far mainly popular among denim enthusiasts, with elegant jacquard fabric? ALBERTO shows us with its brand new ‘Fancy Jacquard’. Made from 100% cotton in high-quality 11.5 oz fabrics, this casual wide-fit model features a textured finish that gives the woven structure its unique character. This one-of-a-kind fashion item, which can be paired with a simple contrasting shirt for a super stylish look, comes in beige or off-white.

**Sophisticated pants**

**True style**

Sophisticated pants by ALBERTO – high-end pants featuring premium workmanship, the finest fabrics and well-thought-out cuts. These luxurious styles with their attention to detail can be paired with a shirt and blazer or a polo shirt and jumper, making them perfect for both business meetings and chic dinners with friends. Classic designs get a new look, but always stand out from the crowd! For summer 2026, ALBERTO is presenting a series of standout pieces that are a must-have for any discerning wardrobe.:

- With 50% linen content, Luxury Linen are the go-to pants for particularly warm days. No wonder, since these pants, with their colourful minimalist pattern, don't just make a real style statement, they're also ultra-light and breathable.

- Ceramica® Cotton combines premium fabric qualities with an elegant casual business look. The pants deliver unbeatable benefits thanks to their details: tiny clay minerals are mixed into the Ceramica® fibre, where they adhere to the fibre surface and reflect dangerous UV rays almost completely. Ceramica® also regulates the temperature by up to five degrees compared to the outside temperature. This makes it perfect for warm and cooler days, especially when temperatures vary throughout the day. These climate-regulating pants are also super easy to care for, stretchy, virtually crease-free and incredibly comfortable to wear.

- The Light Summer Check stands out with its unique colour mix; it's also an unbeatable all-rounder for the office and beyond.

- High-quality, softly draping fabrics and subtle detailing – the name Smart Look says it all!

- With its classic herringbone pattern and soft, muted natural colours, the lightweight Smart Herringbone is sure to become everyone's favourite pants for the 2026 summer season. Besides looking exceptionally stylish, they're also incredibly versatile.

- Extremely lightweight thanks to its linen content, Classy Herringbone impresses with its fusion of herringbone pattern and emphatically light colour palette – whatever the occasion, from business chic to casual luxury.

- The combination of casual cuts, striking fabrics and elegant pleats is what makes the pleated pants from the ALBERTO Sophisticated range stand out for next summer. Available in a fine virgin wool blend, luxurious linen, soft Tencel™ or flowing viscose, they guarantee a first-class look and unbeatable comfort.

**Linen pants**

**Smooth & Easy**

Linen pants are a fashion staple for good reason, and their unique advantages really come into their own in the summer months. It's no wonder, because they look casual and elegant when you pair them with a simple T-shirt or a shirt and blazer, and they're super comfy and versatile. Linen is naturally breathable and regulates moisture and heat, is hypoallergenic and, when properly cared for, develops a characteristic texture over time that underscores the relaxed character of the pants.

Just in time for the start of the summer months, ALBERTO is presenting a select range of styles, colours and patterns. Bermuda shorts with and without pleats alternate with clean-cut slacks, some in plain colours, others embellished with summery stripes, extravagant checks and colourful minimalist patterns. Alongside ‘Pure Linen’ made from garment-dyed 100% linen and super-soft yarn-dyed ‘Super Light’ with stretch for a great feel, ‘Smart Linen’ is the ultimate highlight of the range. Made from fine Italian fabric, these wide-cut high-waisted pants feature pleats, slanted side pockets with a small flap pocket at the front, button-fastening welt pockets at the back and wide turn-ups on the cropped legs.

**Performance**

**Travel in style**

Over the past few seasons, performance pants have evolved into a real highlight of the ALBERTO range. Rightly so, as their sophisticated technical features and innovative, specially developed functional fabrics make them a reliable solution for all the challenges that pants face when you're travelling or enjoying an active lifestyle. Every model is crease-resistant, breathable, temperature-regulating, water-repellent, elastic, colourfast and lightfast.

Thinking about tomorrow today is a defining part of ALBERTO's DNA. It's an attitude you'll see reflected in every little detail of the performance line for summer 2026. With bright, bold colours, creases and a relaxed wide fit, Performance Wool shows why lightweight wool pants have a place in your summer wardrobe. The ‘Performance WR’ and ‘WR Revolutional®’ go one step further in terms of fashion. The former, equipped with an elasticated waistband, is available as shorts or in regular length and comes in a total of nine colourways, while the latter stands out in white as an ultra-light chino and chino Bermuda shorts. Made from robust and highly elastic Italian tech jersey, this style offers maximum functionality and freedom of movement. It takes up very little space in your luggage, arrives perfectly at your destination and is extremely lightweight, making it an essential part of any travel outfit.

**Lightness**

**Go through the day looking casual and well dressed**

When it comes to looking cool and well-dressed even in the heat of summer, experience shows that some fashion tweaks are a must. Luckily, ALBERTO has just the right answer to the question of what pants to wear. For the 2026 summer season, the Mönchengladbach-based company is presenting a stylistically and materially diverse range of Bermuda shorts and slacks that combine perceived lightness with visual lightness – ultra-modern, highly functional, mega-comfortable, emphatically sporty and, as always, crafted with meticulous attention to detail. Just slip them on and feel good, no matter how high the thermometer climbs!

Cotton and Ceramica® meet linen, denim and satin, colourful drawstrings and elasticated waistbands meet cropped leg lengths, wide cuts and elegant waistbands and creases – this summer's favourite pants for hot days have loads of fashionable faces. While the breathable and temperature-regulating ‘Ceramica® Gabardine’ and ‘Ceramica® Cotton’ create a luxurious casual business look, the garment-dyed ‘Light Cotton’ combines excellent comfort with a cool feel and a cool attitude. Want even more fashion? Then ‘Soft Herringbone’ is the right choice. The subtle pattern emphasises the elegant character.

Worn casually with a hoodie and trainers or elegantly with a shirt and loafers, lightweight jersey pants are hard to beat when it comes to combining style and comfort in hot summers. ALBERTO offers two highly elastic styles, ‘Smart Jersey’ and ‘Jersey Check’, which add accents with graphic prints and check patterns in soft beige, light blue and sand tones.

**#coolgermany: The Öschberghof**

Nestled between the Black Forest, Switzerland and Lake Constance, the Öschberghof is one of Germany's most exclusive 5-star resorts. And that's no coincidence: the architecturally impressive hotel is more than just aesthetically pleasing. With its spa, golf course and Michelin-starred cuisine, the Öschberghof offers a holiday experience of the highest order and regularly hosts national and international sports teams. It was the perfect backdrop for the ALBERTO summer 2026 shoot.

*ALBERTO*

*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.*

*For more information:*

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The text and image material is available for downloading at:

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