COLLECTION REPORT

FW 2014/2015



Germany, Mönchengladbach, November 18, 2013

**Fall/Winter Collection 2014/2015**

**Alberto presents modern classics**

**More than 90 years of experience in making pants – and this with an uncompromising determination to keep on reinventing and perfecting them. No doubt about it, the long-established Mönchengladbach-based company Alberto holds all the aces in terms of pants culture, and in the Fall/Winter 2014/15 collection it plays them skilfully with a marvelously coordinated program of narrow classy styles, fine premium business jeans, cords made with loving attention to detail and smart denims. Whether classic in salt and pepper look or finished with a sophisticated vintage twist, whether sporty and clean-cut or pleasantly minimalistic and extra-soft to the touch – Alberto is and will always be the first choice for true gentlemen.**

**Smart Dressy style world**

Incomparable expertise in cut and tailoring and strict understatement in the choice of materials, colors and details characterize the modern look of the Fall/Winter 2014/15 collection. The “Smart Dressy” program highlights narrow cotton, ceramica and flannel pants with classy chic. The focus is on dark, muted, earthy shades such as Melange, Grey, Brown, Marine, Mustard and Carrot shades and traditional patterns such as blue-black jacquard, pepita or salt and pepper in black and white or – as a “PPT” theme – in dark colors such as Bottle Green or Midnight Blue. Checks are also an important theme, and appear in sophisticated, stylish and perfectly colour-coordinated combinations made of high-quality ceramica. The subtle interplay of a wide range of muted colors, including grey, brown, green and blue, creates a monochrome look. Ceramica looks and feels like wool, but has the advantage that the fabric never fades and the pants lose nothing of their look. The flannel models are exceptionally sophisticated. The soft, solid-colored surface is printed with complex checks, which when contrasted with the block color of the pocket flaps creates a totally unique look.

**Smart Slacks style world**

“Smart Slacks” are Alberto’s bridge between formal and casual pants. These models can be worn in all kinds of situations and are noted for their strict functionality and great attention to detail. The cord line comprises two subtle vintage-look pants washed according to denim tradition and a sporty, chic style with T400 fiber finishing. This guarantees these pants will never lose their shape. In other words, you will never again have to deal with bulges at critical points or after sitting down for long periods. And that isn’t all: the reactive dye prevents the fabric from bleeding, keeping it colorfast even after many washes. The colors range from deep brown via midnight blue to refined dark greys. While the cotton pants have a PU coating and are available either clean or with vintage scrapings, the jersey pants made of ceramica fibers live up to their slacks image with no less than two regular slim-fit styles. Slacks 1 are distinguished by a French pocket, slacks 2 by a double seat pocket.

**Denim style world.**

The pants models in the Fall/Winter 2014/15 collection open a new chapter in the history of Alberto denims. The shapes are exceptionally narrow, and the colors focus on all shades of blue and grey. The washes are discreet and stylistically authentic. The trend is dominated by real worn denim, emphasized by tinting, buffies and destroyed/repaired elements created by hand with sandpaper. There is a wonderfully subtle focus on exquisite fabrics: along with pure cotton and light denim with a stretch element for a perfect fit, the collection features luxurious cashmere denim and exceptionally high quality denims incorporating T400 fibers. The absolute trend highlights are the narrow, extra-light sky leather pants in grunge look, which are leathery to the touch and crafted with an elaborate grain. Thanks to Alberto’s winter denims, jeans are now at last really suitable for winter wear. With absolutely no branding but with old-school skier patterns printed on the pocket lining and inside finish and a unique label showing a snowy mountain range, this key item not only creates a rustic fashion look but also incorporates highly functional features with heat-regulating powder touch fabrics. Perfect for cold winter days.

**New premium segment with exceptionally high-quality fabrics**

With its new premium segment, Alberto is taking another step towards the high-end fashion segment. Here everything focuses on the finest fabrics, most exquisite designs and most exciting details. The premium business jeans include 7 percent cashmere, the cotton pants 33 percent silk and the brown amaretta pants are finished with real horn buttons.

The ALBERTO label has a long tradition. The brand has been specializing in pants production since 1922. Pants for men. Ever since its beginnings, the company has been showing what it takes to design high-quality, contemporary fashion. The experience of several generations of professional workmanship united with technological innovation and a sure instinct for trends. Carefully selected materials and close attention paid to every detail. In short: a creative process which reflects the superior nature of these pants right from the start. No more – and certainly no less.

**You can download the complete text and the images under:** <http://pressearchiv.alberto-pants.com>

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