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PRESS RELEASE

ALBERTO Pants We Love   
  
Mönchengladbach, February 24, 2014

Moved

**Klaus Fischer fashion agency – proven fashion competence at a new address**

**ALBERTO’s commercial partner in North Rhine-Westphalia, the Klaus Fischer fashion agency, was delighted to move into new premises as of January 1, 2014. The new address is Derendorfer Allee 33 in Düsseldorf, and the five-strong team now has 330 square meters at its disposal to showcase a contemporary mix of modern, forward-looking fashion labels.**

The Klaus Fischer fashion agency, which specialises in distributing men’s fashion, provides competent, individual service for trading partners. In order to present the brands represented even more professionally and attractively, the agency has now moved to a new address, enlarging its premises from 160 m² to 330 m². This means ALBERTO’s sales area has also doubled. “This expansion means that Klaus Fischer has granted our wish for a flagship showroom. Our collection is now presented at the same standard as a first-class retail sales floor, making it absolutely exemplary,” Marco Lanowy, Managing Director of the Mönchengladbach-based pants tailors, is happy to state. The furnishings were also specially manufactured by Reichenberg & Weiss, ALBERTO’s shopfitting and trade fair construction partners for many years. “Our brand image demands partners who give our lifestyle brand momentum and ensure it is expertly placed in dealerships. Klaus Fischer has realized this exceptionally well for ALBERTO. The new showroom is ideally fitted with plenty of feeling for style, making it easy for customers to feel at home. Our sales area is therefore not only the perfect meeting point for unforced, interesting talks in a pleasant environment, it also offers customers a contemporary shopping experience ideally reflecting the spirit of ALBERTO,” is how Marco Lanowy explains his vision for the newly designed sales floor.

Texts and images are available for download from:

pressearchiv.alberto-pants.com

*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 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.*

**Further information is available from:**

hopfer PUBLIC RELATIONS

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