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PRESS RELEASE

ALBERTO   
  
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ALBERTO Winter Collection 2016

**The essence of pants**

**No other company knows better than ALBERTO how to draw on the past for present-day inspiration. The ideas come from the company’s origins in the Roaring Twenties, that reflected a whole generation's thirst for life and saw its repressed longing for fun explode in wild parties and fashion that was as complex as it was appealing. This was an era that saw structured wool pants, military chinos and cargo pants and the first blue jeans. Nevertheless, hardly any other label is as in touch with the here and now as ALBERTO. Stone grey, deep black, midnight blue and rich earthy shades dominate the collection. Herringbone, houndstooth and minimalistic polka dots feature among the patterns. The fact that all the designs are in keeping with the spirit of the times is due to the way they are realized. ALBERTO can do everything: wide and narrow, long and short, casual and precisely tailored. This is because of the innovative materials they use: with ultra-cosy 360-degree super-fit cotton and jeans fabrics, cashmere touch denims, ceramicas and techno-silks, Alberto gives you the most attractive and above all the most comfortable pants of the season.**

**Ceramica**

Back to the future – Alberto’s ‘Ceramica’ pants breathe new life into the extravagant pants designs of the 1920s and 30s. The design: herringbone, the feel: lightly roughened, the colours: traditional brown, blue and medium grey. Wholly new and already exceptionally mission-conscious is the model ‘Roof’, casual cargo pants in deep midnight blue with elasticated ankles and wide flaps made of soft, contrasting veggie leather on the side pockets.

**Smart Dressy**

Classic cuts meet subtle details, exquisite fabrics meet unbeatable fit – you need look no further than Alberto’s ‘Smart Dressy’ line if you are looking for perfect classy pants. In Winter 2016, the Mönchengladbach-based pants tailors again focus on the elegant fusion of tradition and innovation. Along with highlights such as a series of horizontally and vertically bi-stretch pants in ultra-fine wool look, the collection includes no less than two brand new styles. ‘Charly’ comes in monochrome tone-in-tone look and features a waist pleat, flap pockets, a narrow waistband and narrow turn-ups, is available in standard and trendy short lengths and comes in ultra-stretchy Italian-made jersey along with the regular retro designs. ‘Rob’ is a sophisticated slim-fit chino style that scores points with double seat pockets, patch pockets at the front and a narrow waistband. The colours in this segment are deliberately muted and range from black, marine, anthracite, brown, rust, copper to various grey and smoky shades.

**Premium Jeans**

In the Winter 2016 collection, the cult that has grown up around Premium Business Jeans is again one of the collection's dominant themes. Not without reason, as a glance at the exquisite indigo fabric proves. The quality is yet again top notch, the cut naturally perfect and highly wearable, and the details and treatments more complex and varied than ever before. Rough stone washes alternate with pure, deep-dyed variations and elegant over-dyed styles that are finished and given a more casual flair with scrapings and buffies. Besides the slim-fit jeans in black and the deepest blue, the highlights include exclusive Italian-made denims with a touch of fine cashmere, striking finishes and extra-soft insides.

**Denim**

Alberto’s jeans program for next winter combines the achievements of contemporary denim fashion with the essence of 150 years of jeans culture. Along with no less than nine super-fit garments made of Italian cotton weighing between 10.5 and 12 ounces and available in deep blue, blue-black, carbon and earth shades, the Mönchengladbach-based pants tailors now present their first ever vintage collection. And it has absolutely everything: robust washes, dirty treatments fixed in the oven, destroyed elements with repair stitching added for the perfect look.

The winter variation of the cyclist’s jeans is also brand new. Made of ultra-stretch 11.5 ounce Thermolight blue denim and finished with water-repellant Ecorepel, these pants make even chilly winter cycle tours a pleasure. The reflective fluorescent yarn keeps the wearer safe at all times.

**Cotton**

Whether as part of a sporty business look or with a comfortable, casual outfit – Alberto’s cotton pants always hit the right note with exciting design features, interesting patterns and experimental treatments. Next winter, the slacks, 5-pocket and super-fit pants will be available in sophisticated wool look with a roughened surface that is pleasant to the touch, velvety or two-tone corduroy fabrics, garbardine and matt satin with a shiny print. Details such as houndstooth and dotted prints, jeans-like stitching, used elements and colours ranging from blue and burgundy to grey and brown create an elegant contrast. The styles in the second ‘Premium Business Cotton’ go one step further, with Alberto presenting no less than two models that are the absolute cream of the crop: ‘Techno Silk’ is a slim-fit 5-pocket model featuring striking structures and a flowing fabric that makes it wonderful to wear, while ‘Ceramica satin’ owes its unique look to an elaborate vintage dyeing process. The colours range from bright brass, grey-beige and sand to smoky blue and asphalt.

The text and images are available for download at:

Pressearchiv.alberto-pants.com

*The ALBERTO label has a long tradition. The brand has been specializing in pants tailoring since 1922. Pants for men. Every since the early days, the company has been proving that it has what it takes to create high-quality contemporary fashion: the experience of several generations of perfect craftsmanship combined with technological innovation and an unerring instinct for trends, carefully selected materials and meticulous attention to every detail. In short: a creative process that reflects the superiority of these pants right from the start. No more - and certainly no less.*

**Further information:**

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