PRESS RELEASE

ALBERTO Golf  
  
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**ALBERTO Winter Collection 2016**

**Winter on the green**

**Thanks to the functional high-tech golfwear revolution, long tee shots, skilful pitch shots and clever putts have long since ceased to be a problem, even in winter. Pants from ALBERTO Golf have made a significant contribution to this development and will be going one better in the coming winter season. Find out here what golf enthusiasts can look forward to next.**

**True colours**

Minimalistic elegance! Instead of relying on brilliantly clashing colours and playful, extrovert designs, ALBERTO Golf has taken on a subtle, visually exceptionally clean look for the Winter 2016 season. Classic checks alternate with houndstooth patterns and clean plain colours ranging from black, navy, grey, and beige to copper orange, khaki red, legend green, and lake.

**Real all-weather pants**

Teeing off in the rain and putting in the snow – anyone who wants to enjoy a round of golf in winter should be as well equipped as possible. ALBERTO Golf offers a wide range of pants that are not only highly functional but also meet the most stringent demands for style.

Dirt-repellent, water-repellent and temperature-regulating throughout – the **3xDry Cooler** is not only a style statement, but also a high-tech all-rounder which makes excessive chills and sweating a thing of the past. The eight best-selling colours have now been joined by four additional colourways.

One model that was extremely successful last winter season and naturally again features in next winter's collection is the **Rain & Wind Fighter**, which together with the **Windstopper** makes up the functional segment for cold weather. The highly elastic material is absolutely waterproof and windproof, yet still fully breathable thanks to the Sympatex lining. The pockets of both garments are lined with terry fabric to make sure your hands stay dry at all times.

**Ceramica** has been a must-have for every golf player for a long time. ALBERTO Golf’s current ‘Ceramica Clean’ version combines temperature-regulating functions with a waterproof, dirt-repellent coating. A wintry flannel-type fabric provides the right grip and two decorative check designs the right style.

The pleasantly soft, warming **Water Repellent Jersey** is brand new to the program. These pants have a water-repellent surface and a subtle, attractive used look with a slightly abraded effect at the seams. The fabric is also very stretchy to ensure optimum freedom of movement. Another newcomer fresh from the ALBERTO Golf laboratories is the **Water Repellent Gabardine**. This is just like cotton gabardine to look at and touch, but consists of exceptionally stretchy 100 percent polyester and is incredibly soft. The Water Repellent series is rounded off by the **Water Repellent Print**, in which patterns and colourful contrasting prints meet subdued basic shades.

**In good shape**

For Winter 2016, ALBERTO Golf once again shows off its supreme mastery of the perfect fit. Models **Pitch** and **Pro** are available in casual modern fit, while **Rookie** and **Green** score points in regular slim fit. **Ian** is an ultra-fashionable, figure-hugging slim-fit style.

**Tops**

The polo shirt program is once again exceptionally clean and basic. While the long-sleeved style ‘Harvey’ and the zip-up‘Henry’ rely on Dry Comfort, ‘Hugh’ is cool in piqué. Another brand-new item is the pullover and waistcoat set matching the pants Knitted from ultra-fine wool yarn, these garments feature highly functional Schöller Climayarn on the inside, which not only has a warming effect in cool temperatures, prevents heat build-ups and conducts moisture to the outside, but also dries much faster than cotton. All garments are available in sizes S to XXXL.

ALBERTO Golf prices range from 119 € to 139 €.

*In 2004, a plane took off for the USA – and with it the success story of ALBERTO's Golf collection. On board: managing directors Georg Walendy and Marco Lanowy. In their luggage: a wealth of ideas for a modern, creative golf collection. In the States, Walendy and Lanowy were awaited by professional golfer Alex Cejka, who at that time was attracting attention because he preferred to wear ALBERTO pants on the green rather than golf pants His enthusiasm about these pants became the foundation of a promising partnership with the men's fashion label, and ALBERTO took on the challenge of revitalising the men's sportswear market. The years of fashion competence, and even more the development and use of innovative materials, gave rise to a unique golfwear collection that has conquered the market with striking designs, perfect cuts and brand-new functions. The label is now thoroughly established - golfers are familiar with the functional, expressively fashionable golf pants and shirts from Mönchengladbach.*

The text and images are available for download at:

Pressearchiv.alberto-pants.com

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