

# COLLECTION REPORT

———— SUMMER 2017 ————

**ALBERTO**



## MODERN LEISURE

...always wearable. For the 2017 summer season, ALBERTO presents boundary-blurring, crossover character pants to suit everyone. Choose from minimalist clean and rough accents over plain colors to colorful all-over prints. Elegant pleated models, cropped variants and accurate Superfits in denim and cotton are just as captivating here as a range of smarter Tennis and Bike styles with highly functional details that score full points both in the urban environment as well as on the court or on the saddle. It's a matter of pride that the experts who make the pants only use the best materials and work on their perfect tailoring at the highest level and this demonstrates yet again how well ALBERTO has mastered the art of true delight.





Motif 21\*

SMART DRESSY

\*Numbering refers to the pictures in the press section – [press.alberto-pants.com/](http://press.alberto-pants.com/)







## SMART DRESSY

Smart Dressy is the perfect combination of fashion and crafts, fine quality fabrics, perfect cuts and subtle details. For the summer 2017 season, ALBERTO is betting on the return of the pleat. Both with simple as well as with extravagant double-pleats, the pants have a decidedly slim fit. Decorative stripy and check patterns in a minimalist look, as well as a wide range of fabrics, create subtle accents. Ceramica is just as conspicuous as light linen fabrics and a semi-glossy silk/linen mix fabric. The highlight is a narrow cut linen style with elaborately worked tailor-made features and contrasting margins, available in indigo and black.







SMART DRESSY







SMART DRESSY





Motif 05

COTTON







## COTTON

Whether you're looking for something simple, smart and sporty or elegant and decidedly extravagant - the ALBERTO cotton range for the summer season 2017, leaves nothing to be desired when it comes to modernity. The extra light and very soft "Superfine Gabardine" style come are available as fine pleated pants or in a casual Bermuda variant. The particularly high elastane content assures the perfect touch & feel. Once again, the "Superfits" guarantee ultimate wearing comfort. Jersey and Cosy-Pants in a broken twill look or with contrasting minimalist patterns accentuate the enhanced casual style. Pants and bermudas with colorful digital all-over prints in a traditional Asian style on beige or blue background are absolute eye-catchers and must-haves in every courageously fashionable man's summer wardrobe. Just as significant: Pants with double pleats and plaid pattern in black and white. Overall, the colors range from summery garment-dye yellow, red, military, navy and sand to smoke blue.



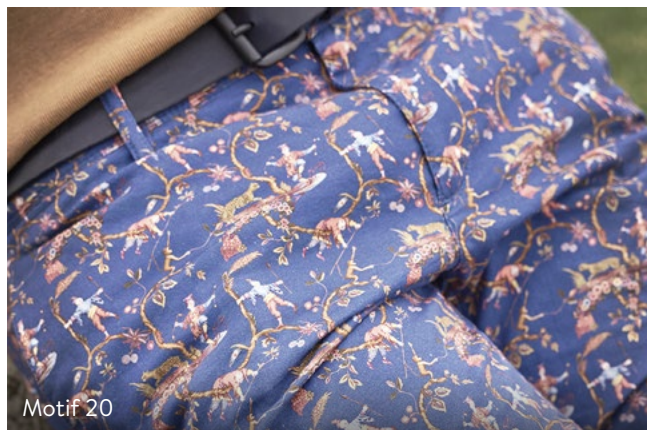




COTTON







COTTON







Motif 08

PREMIUM BUSINESS COTTON





## PREMIUM BUSINESS COTTON

The “Premium Business Cotton” line spans the arc from casual to dressy with classic 5-pockets and slim slacks. The quality fabric of choice here is an extra soft cotton/silk mix. Black, white, navy, camel, smoke blue and dark sand tones set a decidedly muted tone.







PREMIUM BUSINESS COTTON





Motif 33

DENIM







Motif 35



Motif 34

## DENIM

Jeans, jeans, jeans – the blue gold is on everyone’s list next summer. The “Superfit Denim” range, which has brought us sure-fire top sales for 5 years now, has once again been massively expanded. 30- to 60-percent elasticity and weight classes of between eight and ten ounces of guarantee the highest wearing comfort, while luxury T400 finishes, as well as sometimes clean, sometimes vintage-inspired optics in black, white or color, guarantee a pleasantly cool look. The “Coloured Denims” come in 8.5-ounce quality, with luxury T400 finishes and toned stitching. The colors here are all about light beige, grey, green, white, smoke blue and desert. The vintage denim pants have a totally classic look - as traditional 5-pockets with long legs or as shorts in 11-ounce quality fabrics with multi-count yarns in subtle stonewashed or bleach looks. Repair elements give them an authentic appearance. Two new absolute highlights of the collection are the “Coldblack” model “Hypa” and the “Stay White Superfit” “Rocca”. The slim fits in the biker style are equipped with complex 3-D protective quilting at the knees. “Hypa” also scores with an additional 30 percent elasticity, thermal regulation and UV protection, while “Rocca” struts its stuff with 45 percent elasticity, a dirt and water-repellent surface and a T400 finish. Summery light 6-ounce light denim and 6.5-ounce cotton/linen products in different designs round out the range.







DENIM







Motif 03

DENIM





DENIM







DENIM







DENIM







PREMIUM BUSINESS JEANS

Motif 31





Motif 30

## PREMIUM BUSINESS JEANS

How about some particularly elegant jeans? With the five models of the “Premium Business Jeans” range, we’ve got all you need! These pants, made out high-quality “made in Italy” denim are decorated with gun-metal buttons and rivets and can be combined with a jacket, thanks to the sophisticated rinse wash. The T400 variant with silk is particularly luxurious.







Motif 46

BIKE





Motif 48



Motif 47

## BIKE

After a highly successful winter season, ALBERTO has once again substantially increased its bike collection for next summer. Also along for the ride are the complete fluorocarbon-free “ecorepel®” bike jeans with environmentally degradable, water-resistant and dirt-resistant finishing. The deep black “cold black denim” is temperature regulating, and also offers UV protection. The “Stay White” jeans shine in full white, and it goes without saying that we also take pride here in the dirt and water-repellent coating, along with thermo-regulation. The same goes for ultra-elastic “Biflex” denims and the “Coolmax” in the trendy raw look. With casual bike chinos, available in navy, beige, light gray and light blue, Alberto is capitalizing on the trendy chino trend. Modified, deep cut pocket with toweling trim, truncated back pockets, a high-waisted elastic waistband with anti-slip tapes, reflector tape on the back pockets and hem and reflective bicycle icons and ALBERTO lettering ensure optimum wearing comfort and more safety on the road for all the models. The pants are available both in specialist cycling stores as well as in the regular retail stores.







Motif 49

TENNIS





## TENNIS

ALBERTO goes Tennis. With two highly functional shorts, the Mönchengladbach pants manufacturer is setting out to revolutionize the clothing in this sport, which is known for its traditional white garb. "Tennis-K" comes with an elastic in the waistband and not only repels dirt and water, thanks to its 3xDry-Cooler feature, but is also completely breathable and climate regulating. "Court-K" also benefits from the advantages of the 3xDry-Cooler feature. The shorts are the classic cut with elegant narrow folds at the leg hems. The color palette ranges from traditional white on black to a bright navy blue.





The text and image material is available for downloading at:  
[press.alberto-pants.com](http://press.alberto-pants.com)

#### FOR MORE INFORMATION:

##### hopfer PUBLIC RELATIONS

Mona Meier, owner

Panoramaweg 6 | D-78727 Oberndorf a. N.

Fon: +49 74 23 / 875 87 52 | Fax: +49 74 23 / 871 71

[mona.meier@hopfer-pr.de](mailto:mona.meier@hopfer-pr.de) | [www.hofer-pr.de](http://www.hofer-pr.de)

##### ALBERTO GmbH & Co. KG

Marco Lanowy, Managing Director

Rheydter Strasse 19 – 31 | D-41065 Mönchengladbach

Fon: +49 21 61 / 8192 53 | Fax: +49 21 61 / 819 29 53

[lanowy@alberto-pants.com](mailto:lanowy@alberto-pants.com) | [www.alberto-pants.com](http://www.alberto-pants.com)

The label ALBERTO has a long tradition. Since 1922, the brand has specialized in the production of pants. Pants for men. Since then, the company has demonstrated what's needed to create high-quality, contemporary fashion: The experience of several generations of craftsmanship combined with technological innovation, and a keen sense for trends. Sought-after materials and special attention to every detail. In short: a process of creation that reflects the exceptional character of the pants right from the start. Not more - but also not a bit less.

