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PRESS RELEASE

ALBERTO Golf  
  
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ALBERTO Golf Winter 2017

**Green revolution**

**Court sessions in winter? Not a problem with fashion from ALBERTO Golf and ALBERTO Golfwoman. Next season’s collections feature not only progressive high-tech materials and elegant cuts, but also a stylish fusion of muted colors and modern prints. What else can you look forward to? Here is an overview of the highlights.**

**ALBERTO Golf**

Fashion meets function – the water-repellent, dirt-repellent **3xDry Cooler** pants capable of regulating temperatures over a wide range finally make unpleasant chills and sweating on the green a thing of the past. Next winter, these absolute best-sellers will be available in no less than 17 colors, including brand new shades of beige, burgundy, brass and copper. The **Rain & Wind Fighter** is the perfect pant for stormy weather. 100% waterproof, windproof and of course breathable, these pants let you enjoy a game on the green even in torrential rain. For winter 2017, the outer fabric will be even stretchier to allow even greater freedom of movement. These pants are available in black, navy, and red. The **Windstopper** is another weapon in your arsenal of bad-weather gear. Naturally breathable, windproof and water-repellent, the high-stretch fabric guarantees maximum functional wearer comfort. For winter, the classic black, blue and dark grey shades are joined by beige, bordeaux and dark camel. **Stretch Energy** is brand new to the collection. Napped on the inside, this super-stretch bi-elastic Japanese high-tech fabric is extremely comfortable to wear. The key: when you put the pants on and the high-tech fibers stretch, energy and warmth are released and absorbed by the body. These pants are available in wintry colors ranging from grey, khaki and navy to dark grey, dark green, dark red and black. **Scuba Golf** is another newcomer to our product range. Super-soft to the touch, these water-repellent, bi-elastic black jersey pants come in dark grey dot, check and minimalistic patterns that even the most critical fashionista will love. **Waterrepellent Check (5471)** is also brand new: the water-repellent finish and napped inside guarantee perfect wearer comfort while the colorful check weave is a fabulous fashion statement. The **Waterrepellents** have been ranked among the ALBERTO Golf bestsellers for some years. For winter 2017, the familiar checks are joined by a real fancy print. Anyone who likes a more muted look will be happy with the plain beige and grey versions.

**ALBERTO Golfwoman**

The **3xDry Cooler** has long been a classic on the court. And not without reason. With their dirt-repellent, water-repellent surface, these bi-stretch golf pants are not only guaranteed always to look clean, but can conduct moisture rapidly from the inside to the outside, making sure that the temperature is constantly regulated and the wearer is always comfortable. Practical anti-slip strips on the waistband and right back packet round off this functional yet stylish package. The **3xDry Cooler** is available in no less than 18 colors including red, mud, beige, lagoon, rose, aubergine, grey, black and various shades of blue and orange. The **Jersey ecorepel®** will be continuing its success story next winter. Water-repellent, dirt-repellent, breathable and completely biodegradable, these casual jersey golf pants will give you a clear environmental conscience, are wonderfully stretchy and guarantee maximum freedom of movement. Anti-slip bands on the waist and back pocket also set functional accents. The colors range from red and various muted shades of blue to dark grey and black. Finished with waterproof welded seams and a breathable Sympatex lining, the **Rain & Wind Fighter** defies even the worst weather conditions and is also 100 percent recyclable. The winter 2017 collection features these pants in red, blue and black. The **Windstopper** is also windproof, water-repellent and breathable. The super-stretch fabric guarantees maximum freedom of movement and is available in red, brown, black, beige and dark grey. Improved circulation in the muscles thanks to reflected body warmth – the **Stretch Energy** is a technological miracle and guarantees first-rate performance on the green. Available in a muted green, dark red, blue, grey, dark grey and black, you will always look wintry and stylish in these pants. The collection’s fashion highlight is the **Waterrepellent** series with a water-repellent finish and sophisticated, colorful floral and ornamental prints.

**Shirts**

Perfect cuts, high-quality tech materials, great details – the ALBERTO Golf shirt collection is in no way behind the pants program in terms of fashion and function. Breathable long-sleeved polo shirts and zip shirts napped on the inside guarantee optimum heat regulation and fast moisture transport, as does a range of simple black or white short-sleeve polo shirts. The collection also features a brand new, breathable long-sleeved polo shirt in red, blue or black that transports moisture and features reflective strips on the upper arms and reflective logo prints on the front and back. There is also a high-tech long-sleeve shirt with a sporty grey/rose ombre print and logo reflectors.

**Belts**

Need the right belt for your pants? Alberto GOLF can help. For winter, the Mönchengladbach-based company offers not only plain stretch belts in white, pink, blue, navy, light grey, dark grey and black, but also a range of extravagant, colorful woven styles.

The text and images can be downloaded at:

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*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 revitalizing 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 well established - golfers are familiar with the functional, expressively fashionable golf pants and shirts from Mönchengladbach.*

**For more information:**

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