PRESS RELEASE

ALBERTO Golf   
  
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**Alberto Golf Winter 2018**

**Keen on the green in winter**

**Want to enjoy sizzling rounds of golf on frosty winter days without compromising on style? No problem with the new ALBERTO Golf collection. For the 2018 winter season, the Mönchengladbach-based pants specialists will be presenting a range of pants that score points with progressive high-tech functions and dynamic tailoring as well as tasteful colourways and elegant pattern effects. Curious? Here is an overview of the highlights.**

**Men**

Want to enjoy a relaxed round of golf on a chilly winter day? No problem at all with the **3xDRY Cooler**. These bi-elastic, temperature-balancing pants are not only fully breathable, they also dry three times faster than conventional pants, making unpleasant sweating and chills on the green a thing of the past. Along with the modern fit ‘PRO’, the regular slim fit ‘ROOKIE’, and the slim fit ‘IAN’, next winter will see the launch of ‘TREKK’, which features water-repellent zips.

The **Rain & Wind Fighter** will also be making a comeback. Not only are these ultimate all-weather pants 100 percent waterproof, windproof and breathable, they now come in new colourways that will satisfy even the most fashion-conscious wearer. The same applies to **Stretch Energy**. These pants come in an extra-stretchy bi-elastic Japanese high-tech fabric napped on the inside. Besides being warm and cosy to wear, they optimize blood circulation in the muscles and improve energy flow by reflecting the wearer’s body heat. **Windproof** comes in regular colours and the modern slim fit shape ‘ROOKIE’.

These jersey knit pants merit special attention: finished with the touch and feel typical of neoprene pants, these bi-elastic, waterproof pants in 90 percent polyester and 10 percent spandex are available in deep black, a classic houndstooth pattern, and a striking micro check design.

The **Waterrepellents** are the true classics of the ALBERTO Golf collection. Finished as always with a highly functional, dirt-repellent, water-repellent, breathable surface, these pants will be available next winter in a sophisticated dark grey check on a blue or black background.

Winter often means wool. The same applies to ALBERTO. The 2018 winter collection consequently features a smart check knit style, proving that sport fashion is in touch with the times.

**NEW: REVOLUTIONAL**

**Revolutional** is an exciting newcomer to the ALBERTO Golf collection. Breathable throughout and made of super-stretch fabric guaranteeing optimum freedom of movement, these strikingly clean, technically advanced double-weave pants come in various colourways – an extravagant fashion move with an element of surprise, and not just when they are rolled up. Also strictly **Revolutional** but made out of significantly lighter fabric are two bi-elastic, breathable pants in trendy check, micro and mini dot patterns, along with the ‘ROOKIE’ pants with piping down the sides.

**Tops**

The tops range has also been expanded. Along with the short-sleeved polo shirt ‘HUGH’ with Coolmax finish for improved moisture transport and the soft shell jacket in black, the Mönchengladbach fashion label’s winter 2018 collection features a Drycomfort long-sleeved polo shirt with subtle colour contrasts on the collar and button facing, and a Drycomfort crew neck sweater with zip pockets at waist height.

**True colours**

Sophisticated houndstooth patterns, decorative mini dots and classic checks meet muted olive, blue, orange, grey, black, and charcoal in the ALBERTO Golf men’s line. These shades are skilfully accentuated with silver, jungle green, and red.

**Women**

For women too, the **3xDRY Cooler** has long since become a tradition on the green – with good reason. After all, these bi-elastic pants with their breathable surface, their temperature-regulating properties, and their ability to dry three times faster than conventional pants guarantee optimum wearer comfort at all times. The 2018 winter season will feature ‘MONA-L”, a new, long variation on this style.

The **Super Jersey** is also brand new. Super-elastic fabrics napped on the inside ensure optimum freedom of movement and perfect temperature regulation. This style is available as ‘ANJA’, the long version ‘MONA-L’ , and the brand new slim fit high rise model ‘LUCY’, which dispenses with zips and buttons and is pulled on like leggings.

Bi-elastic super-stretch tech fabrics napped on the inside ensure optimum wearer comfort, perfect blood circulation in the muscles, and a good flow of energy – **Stretch Energy** is an unbeatable tech pant for dubious weather conditions. The **Rain & Wind Fighter** thermal pants go one step further. 100 percent waterproof, windproof and breathable, they are a must-have for golfers who don’t want to miss out because of bad weather.

Temperature-regulating, skin-friendly, crease-resistant, and easy to iron – the new super-soft **Ceramica** pants score points for both function and style, featuring a classic Black Watch design combined with a lilac overcheck.

With its breathable, dirt-repellent, water-repellent surface and super-stretch fabric, **Waterrepellent** pants are an indispensable part of every golfer's wardrobe. In the 2018 winter season, the ALBERTO Golf women's line will feature ornamental prints and delicate tone-on-tone floral patterns in black.

A range of breathable basic **cotton pants** rounds off the collection. No less than two flamboyant floral prints and a white dotted pattern on a blue background guarantee an ultra-fashionable look.

**BRAND NEW: REVOLUTIONAL**

The breathable **Revolutional** pants are brand new to the collection. The minimalist look and sophisticated double weave in different colours guarantee a flamboyant look, while the high stretch content guarantees maximum freedom of movement. One special highlight is ‘LUCY-SF’ with decorative stripes down the sides.

**Tops**

High-quality tech fabrics, skilful tailoring and functional details – the ALBERTO Golf women’s top collection is the ideal complement to the pants program. A perfect match for the basic polo shirt ‘CARRY’ with Coolmax finish for improved moisture transport and the light soft shell jacket, next winter's collection features a Drycomfort long-sleeved polo shirt with subtle colour contrasts on the collar and button facing, and a Drycomfort V neck sweater with zip pockets at waist height.

**Playful colours**

Whether vibrant pink, glamorous silver, muted dark orange, jungle green, olive, lilac, yellow, blue, grey, or rosé – the styles in the ALBERTO Golf women's collection for winter 2018 will add an exhilarating splash of colour to your game. The ultra-fashionable highlights include flamboyant floral patterns, two-tone checks and ornamental designs.

*In 2004, a plane took off for the United States – and with it the success story of the ALBERTO Golf collection. On board were managing directors Georg Walendy and Marco Lanowy. In their luggage: any number of creative ideas for a modern, functional golf collection. In the States, Walendy and Lanowy were met by golf pro Alex Cejka, who at the time was attracting a lot of attention for wearing ALBERTO pants on the green rather than golf pants. His enthusiasm for the pants in the men's collection led to a promising collaboration with the men’s fashion label, and ALBERTO took on the challenge of injecting new life into the sportswear market. ALBERTO’s long history of fashion expertise and the development and use of innovative materials gave rise to a golf wear collection in a class of its own, with striking designs, flawless tailoring, and brand new functions. Since then, the label has earned a reputation for being one of the best – golfers have come to count on the functional, expressively fashionable golf pants and shirts from Mönchengladbach.*

The text and images are available for download at:

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**More information available from:**

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