



ALBERTO

Pants We Love

COLLECTION REPORT
WINTER 2019



Motif 76*



WINTER PROSPECTS

Each garment stands alone, but together they are absolutely irresistible – in its winter collection for 2019, ALBERTO presents a series of dressy styles, cotton pants, jeans and corduroys in which every fibre breathes distinction and close attention is paid to every detail. This is evident not only from the colourful buttonholes, elaborate linings, intricate patterns, two-tone quilting, and contrasting tabs and waistbands, but also from the innovative washes, subtle autumnal colourways and the sophisticated checks, herringbones, stripes and structured patterns in matching shades. What's more, when it comes to shapes, ALBERTO will be upping its game next season with a number of newcomers and new interpretations of classics including an updated version of "Pleat". File under: Favourite pants for every situation.



Motif 17



SMART
DRESSY

Style: 1835 BASTIAN, Smart Circles



Motif 20



Motif 18

Style: 1835 BASTIAN, Smart Circles

SMART DRESSY

Ultra-modern, marvellously timeless and always bang on point – in winter 2019, ALBERTO’s Smart Dressy program will again be setting new standards in the classy menswear sector. Ceramica models once again come out ahead with classic structured patterns, herringbones and glen checks. These are elegantly accentuated in the bi-elastic Dynamic Superfit Ceramica with deliberately muted colours and a contrasting waistband. The Ceramica series in wool flannel features no less than two new models, the modern cargo “Street” and the stylish “Bastian”, a worthy successor to “House”. Along with a new variation on “Pleat” with an adjustable waistband and flap pockets on the seat, the collection highlights include extra-soft wool pants in no less than seven different checks and a subtle stripe design. As well as casual regular-length styles that are wonderful to turn up, the Mönchengladbach fashion label also presents a cropped variation with the classic shorter leg length.



Motif 31



Motif 30

Style: 1855 PLEAT, Smart Retro Wool

SMART
DRESSY



Motif 07



Motif 08

Style: 1854 STREET, Coloured Wool Glencheck

SMART
DRESSY



Style: 1856 WIDE-C, Smart Wool Check

SMART
DRESSY



Motif 36



Motif 35

Style: 1853 BASTIAN, Shetland Check

SMART
DRESSY



Style: 1841 BASTIAN, Ceramica Flannel Wool

SMART
DRESSY



Motif 42



Motif 43

Style: 1858 CHARLES, Smart Wool Stripe

SMART
DRESSY



Motif 50



Motif 49

Style: 1832 CHARLES, Dynamic Superfit Ceramica

SMART
DRESSY



Motif 74

SMART DRESSY / CHINO



Motif 73

SMART DRESSY / CHINO



MAGIC MOMENTS

ALBERTO pants have very little serious competition when it comes to sheer charisma. However, we were immediately captivated by *Lobelina* and had no hesitation in inviting her into the picture. Wild and majestic, proud and strong – this was how the wolf made her presence felt at the heart of the Lüneburg Heath, the current location of our shoot. What a breathtaking backdrop, what a magnificent animal! With her penetrating gaze and graceful presence, *Lobelina* inspired both awe and admiration. Hard to believe that wolves are some of the most commonly misunderstood and misrepresented creatures, being much too frequently associated with danger and the objects of fear and terror in the folklore of many peoples. In actual fact, wolves aren't so unlike people. They use a highly developed code to communicate, and the pack is held together by community spirit, loyalty, protectiveness and affection. We think this is the perfect symbol for a family company like ALBERTO that is steeped in tradition.

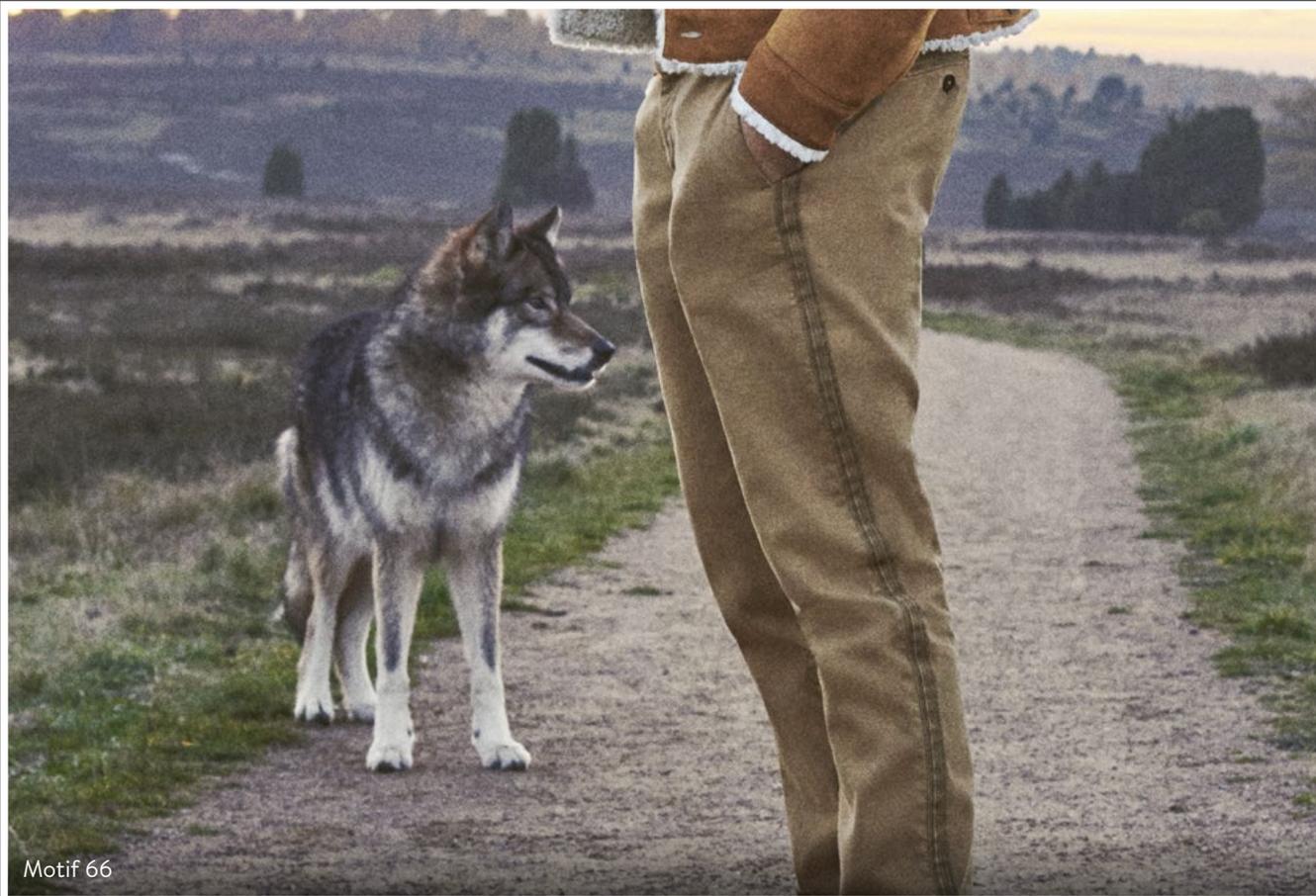
Incidentally, *Lobelina* is actually an American wolfdog. This means she shares 15 percent of her genes with dogs and is consequently less naturally timid than her relatives, the American polar and grey wolves. When she isn't posing for ALBERTO, *Lobelina* lives with a pack of nine other animals under the care of *Danila* and *Miguel de la Torre* near Hanover.



Motif 68



CASUAL



Style: 1806 CHARLES, Vintage Cotton

CASUAL

It's the sophisticated combination of the finest fabrics, elegant tailoring and attractive details that makes ALBERTO's cotton pants so unique. For the 2019 winter season, the Mönchengladbach pants tailors will be showing off not only label classics in plain colours but also a series of Dynamic Superfits with various plain-coloured structural patterns. The absolute eye-catcher in this series is "Charles", available in five colourways with attractive matching side stripes. Also important: checks, sometimes cool and dark, sometimes traditional glen checks or printed and ppt-dyed classics. Top pick among the classy Premium Business Cottons is a brand new Ceramica style that also contains Tencel.



Motif 37



Motif 38

Style: 1827 ROB, Fancy Check

CASUAL



Motif 39

Style: 1827 ROB, Fancy Check

CASUAL



Motif 06



Motif 05

Style: 1805 ROB, Smart Structure

CASUAL



Motif 04

Style: 1805 ROB, Smart Structure

CASUAL



Motif 10



Motif 12

Style: 1826 PLEAT, Double Check

CASUAL



2019
WINTER



Motif 28



DENIM



Motif 27



Motif 26

Style: 1868 SLIPE, Japan Denim

DENIM

There's no end in sight for the jeans cult – ALBERTO's denim program for winter 2019 features one highlight after another. An extensively washed, exceptionally soft velvet denim pant comes with a sophisticated check lining, while a classic button-fly style in high-quality Japanese raw-selvedge fabrics picks up on and continues the tradition of jeans as the original tough worker pants. The newcomer to the Black Denim segment is a pant with panels seams on the front that is unique to this collection. A wonderfully flamboyant denim piece that is one of a kind in every sense of the term: a style with an elaborate print on the back label and turn-ups.



Motif 25

Style: 1868 SLIPE, Japan Denim

DENIM



Motif 15



Motif 14

Style: 1871 SLIM, T400

DENIM



Motif 51



Motif 52

Style: 1867 SLIPE, Vintage Denim

DENIM



Motif 62



Motif 61

Style: 1894 PIPE, Dynamic Superfit Coloured Denim

DENIM

Pants We Love



Motif 60



PREMIUM
BUSINESS
DENIM

Style: 1865 SLIM, PBJ Dynamic Superfit Luxury Denim



Style: 1861 SLIM, PBJ Softwear Denim

PREMIUM BUSINESS DENIM

It would have been unthinkable just a few years ago, but jeans have now become a fixture for classy business outfits – and not just for Casual Friday. For the 2019 winter season, ALBERTO presents no less than six perfectly tailored Premium Business Denimpieces in high-quality fabrics that elegantly bridge the gap between casual and dressy and also feature detailing that leaves nothing to be desired. Here the finest Tencel, left-hand and cashmere fabrics meet Dynamic Superfits, bi-stretch and rich colours, while two-tone topstitching is featured on colourful tabs and distinctive buttonholes.



Motif 32

Style: 1861 SLIM, PBJ Softwear Denim

PREMIUM
BUSINESS
DENIM



Motif 23



Motif 24

Style: 1898 SLIM, Velvet Denim

PREMIUM
BUSINESS
DENIM



Motif 21

Style: 1898 SLIM, Velvet Denim

PREMIUM
BUSINESS
DENIM



Motif 02



CORDUROY



Style: 1828 WIDE-C, Smart Corduroy

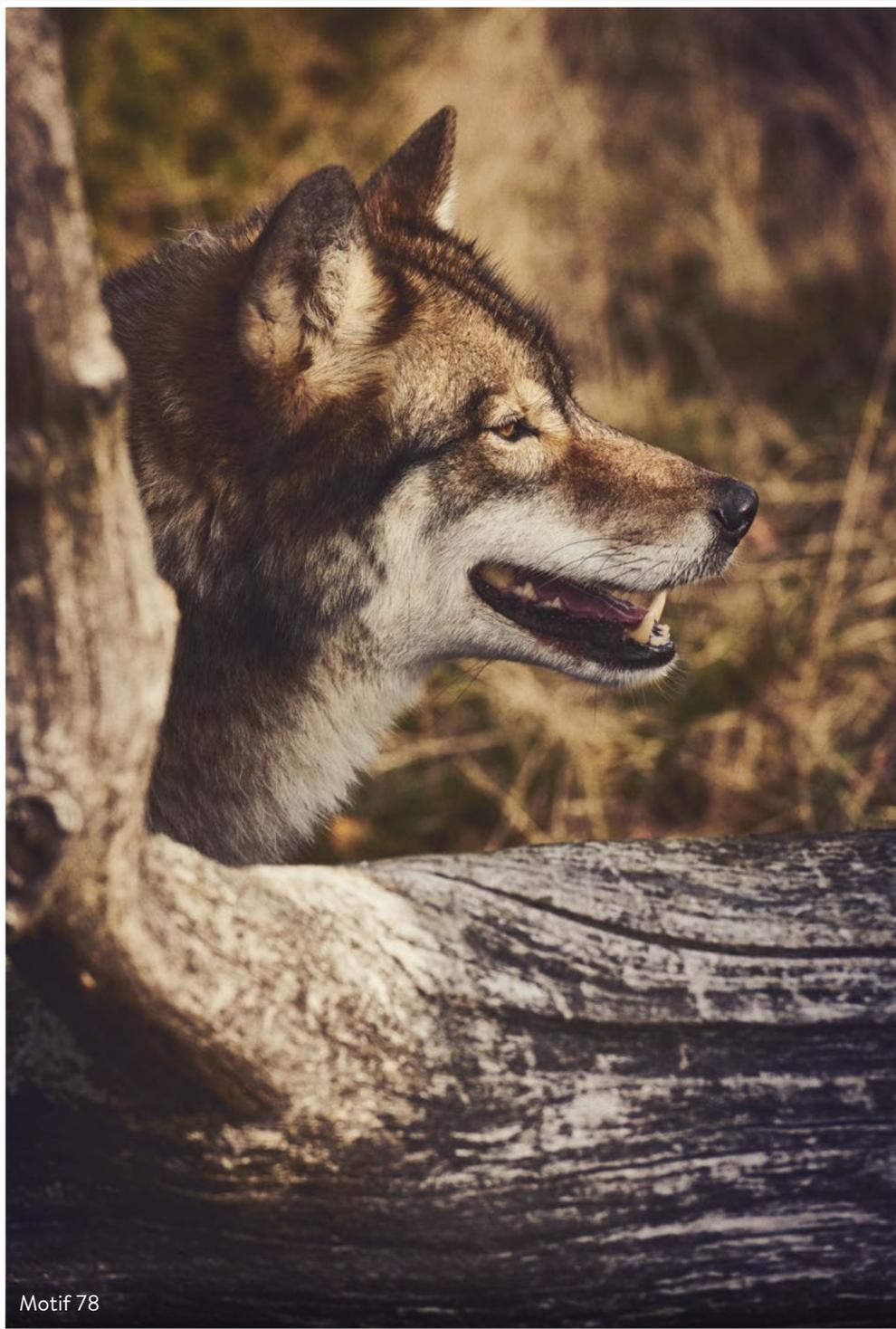
CORDUROY

Corduroy, the fabric of kings, will finally be making its comeback in ALBERTO's next winter collection with no less than three styles. Along with one of last season's best-sellers, the newcomers include bi-coloured cord pants in classic 5-pocket look. The absolute highlights are the "Wide" cords in sophisticated off-white and the superfine babycord narrow-leg chinos in pale earthy shades.

A man in a dark suit is walking a dog through a field of tall, dry grass. The scene is captured during sunset or sunrise, with a warm, golden light. The man is walking towards the right, and the dog is following him. In the background, there are some trees and a hazy horizon. The overall mood is peaceful and scenic.

LÜNEBURGER HEIDE

#coolgermany



Motif 78

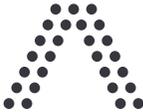


SHADES OF WINTER

A harmonious blend of muted colours sets the right accents in the ALBERTO Winter 2019 collection. Various shades of brown are combined with white, beige and dark blue, while sand and khaki are matched with dark red and black. Various check designs, fine stripes and structured patterns create appealing contrasts.



Motif 65



BIKE
JEANS

PEDAL POWER

Looking for even more style and practicality for your autumn excursions on two wheels? Bike pants from ALBERTO are sure to be the right choice. For the winter 2019 season, the Mönchengladbach label once again presents a collection that can not only cope easily with all weathers but is also above suspicion when it comes to fashion. The ultra-stretch Superfit Gabardine bike chinos are timeless label classics and are now available in a subtle dark beige as well as navy and military. The newcomers include chinos made of water-repellent Clima cotton. Made of a lightweight blend of cotton, polyester and spandex, these pants are not only water-repellent, dirt-repellent, able to regulate temperatures and easy to wash and iron, they also score points all along the line for fashion. This is mainly due to the contrasts in the fabric. Turn them up, and you have grey melange highlights accentuating the classic cotton look of the outer material. These pants are available in grey, black



Motif 63

Style: 2769 BIKE, Hardtex Denim

BIKE JEANS

and navy. Making a comeback: the extra-light, fully temperature-regulating and dirt-repellent 3xDry® Cooler as “Bike” in blue and black. Rough & raw is the motto for the bike jeans. The deep blue, extra-slim “Speed” comes as a Dynamic Superfit Bi-Stretch with more than 40 percent stretch for maximum freedom of movement when pedalling, while the water-repellent ecorepel® denim will also live up to its reputation as a true collection highlight in the coming winter season. After a successful launch last summer, next winter’s product range will also feature jeans made of highly durable, extra tear-resistant and extra stretchy Hardtex denim. This style is available in an elaborate vintage wash or as a clean stone wash with subtle scraping. All these models come with an anti-slip waistband and of course with reflectors.



Motif 29

Style: 8815 Colour Belt



BELTS

Once the selection of perfectly fitting pants has been made, fine-tuning is needed because it's the right accessories that create a stylish look and separate the good guys from the bad. ALBERTO's 2019 winter collection accordingly features any number of outfit upgrades for your midriff: classic smooth leather vintage styles with lovingly embossed patterns. Western belts are complemented by buckles in fine check designs. The highlights are a pearl belt with a hook-and-eye closure and two faux snakeskin belts in a mix of colours.



Motif 52



URBAN
TRAVELLER



Style: 1840 RUNNER, Revolutionary®

URBAN TRAVELLER

Globetrotters and city lovers take note! Both the styles in the exclusive ALBERTO “Urban Traveller” series are sure to meet the most stringent requirements in terms of shape and function. The “Smart Traveller” is a ppt-dyed cotton pant with a warm polyester mix that is not only breathable, fast-drying, easy to iron and temperature-regulating but also scores points with great freedom of movement, an extra-soft touch and a flawless memory effect. Even more sophisticated: the “Revolutional®”. Made of durable, extra-light Italian tech jersey, these breathable, fast-drying pants guarantee all-round protection from UV rays as well as maximum freedom of movement. Fashionable accents are set by turn-ups in contrasting colours.



Motif 48



Motif 49

Style: 1808 ROB, Smart Traveller

URBAN TRAVELLER

The text and image material can be downloaded from:
press.alberto-pants.com

FURTHER INFORMATION:

hopfer PUBLIC RELATIONS

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ALBERTO sees itself as a culturally influenced pants label on the move developed for people on the move. People for whom quality, comfort and freedom are essential, people who seek relevance and find style. Founded around 100 years ago with the aim of becoming a dynamic, innovative presence in the international fashion world while constantly setting new standards, the brand has remained true to its original ethos right up to the present day. Contemporary craftsmanship and design testify to this just as much as the company's own concept store or the use of intelligent, voice-controlled interaction systems. What began as a small pants manufacturer has long since become a staple in collections – e.g. for urban bikers: a brand that has set itself the goal of anticipating its customers' needs and bringing them together in an inspiring lifestyle concept that is also valid aside from all trends.