

WINTER
2020
COLLECTION
REPORT

A man with dark hair and a beard stands in a desert-like environment, wearing a vibrant red turtleneck, a matching red blazer, and red trousers. He is looking directly at the camera with a neutral expression. To his left is a large, industrial studio light fixture. The background is a vast, hazy landscape under a bright sky. The word "ALBERTO" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

ALBERTO



#COOLGERMANY
RÖTTGEN STUD FARM

Founded in 1924 on the site of an ancient fortress, the Röttgen stud farm near Cologne is now one of the most beautiful and impressive stud farms in Germany. This is largely due to the extensive paddocks and parks, the large dressage course, and the magnificent renaissance-style stables that were designed by the master architect, Ludwig Paffendorf. It's a place that's steeped in history and legend, and it provides the perfect setting for the ALBERTO winter 2020 fashion shoot.

“We’re passionate about our products. We love pants!”

Marco Lanowy



Our watchword is change. Particularly as we are just about to embark on a new season. For many people the word ‘change’ is associated with reservations. For us at ALBERTO it means confidence. The opportunity to seize an opportunity if you like. Often only small shifts are needed to bring about change. Such as a new way of looking at things. In terms of fashion a new colour may even be enough. That’s why out of all the trends that we could mention here we want to raise the subject of red(ness). Because red stands for courage, self-confidence, and resolution. And because it’s the colour of visionaries. We think they’re the best drivers of change.

Kinds regards,

Marco Lanowy
 Managing Director
 ALBERTO

Mona Meier
 Owner
 HOPFER Public Relations



BRAND NEW

COLOUR TREND: **CHINESE RED**



Making an impact with shades of red from head to foot.

Red is the signature colour for autumn and winter. Men can wear it from head to foot or alternatively make a statement with Chinese red pants.



Chino look and style – the chino jeans in eye-catching denim.

THE ULTIMATE **JEANS CHINO**

The style: a real chino. The material: premium quality super-fit denim. When the two come together, you have a jeans chino. A perfect combination.

ON THE RADAR: **FAUX LEATHER**

To put it in a nutshell: leather's the ULTIMATE trendy material! And we're not talking about conventional real leather, but about faux leather. It's been given a makeover for the Winter 2020 collection – and fortunately not just in black. Of course there's nothing wrong with black, but we like the intensive shades of blue just as much.



The new trend: faux leather.



It gives you a whole new look: Wyda!

THE WIDER THE BETTER: **WYDA**

ALBERTO is launching a new style for the 2020 winter season: Wyda. The new range of slacks with a high, waistline and pleats for a decidedly modern leg width should really catch on.



48



24

20



26



PUT YOUR PANTS ON!



Smart Winter Checks

Rough jeans meet soft pants made of cord and trendy faux leather in elegantly tailored styles with an intricate interplay of patterns and colours – ALBERTO is presenting a collection for the next winter season which provides a bravura exhibition of every aspect of contemporary pants culture. Whether the style is clean and classy for business and the office, or casual and sporty for the laid-back casual look: ALBERTO remains the label of choice for true gentlemen. Here is our Best of Winter 2020 overview.

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COLLECTION

THE ULTIMATE JEANS CHINO

The style: a real chino. The material: premium quality superfit denim. The result: simply unbeatable. ALBERTO is unveiling a first for the 2020 winter season – a series of denim chinos which should be popular both with inveterate jeans connoisseurs as well as outright chino enthusiasts. The Mönchengladbach fashion house is providing not just perfect tailoring and classy details such as a PPT label on the back – instead of using conventional denim blue it's chosen a wonderfully autumnal range of colours from muted beige to khaki and navy blue and grey.

STYLE:

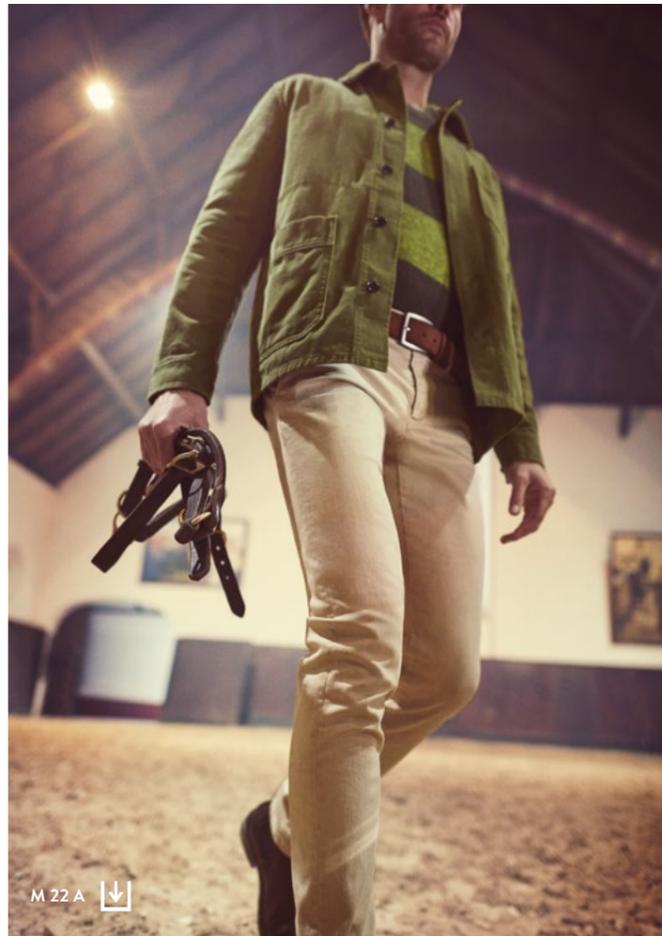
1283 ROB, Dynamic Superfit Coloured Dual FX



1283 ROB, DS Coloured Dual FX



1283 ROB, DS Coloured Dual FX





M 14 A 



M 14 B 

THE WIDER THE BETTER: CROPPED WYDA STYLE WITH PLEATED WAIST

Making their debut in next winter's collection, our cropped Wyda pants are bound to be an absolute classic. This new style of slacks has a high waist and a roomy leg. Classic waist pleats and slanting slash pockets at the front with button-up piped pockets at the back underline the smart look. A style which is ideal for pants made of cotton and imitation leather.



1213 WYDA, Soft Stripe 



1247 WYDA, Ceramica Broken Wool Stripe 

STYLE:
1213 WYDA, Soft Stripe



M 01 A



M 01 C

THE LATEST TREND:
MODERN
CORD AND VELVET



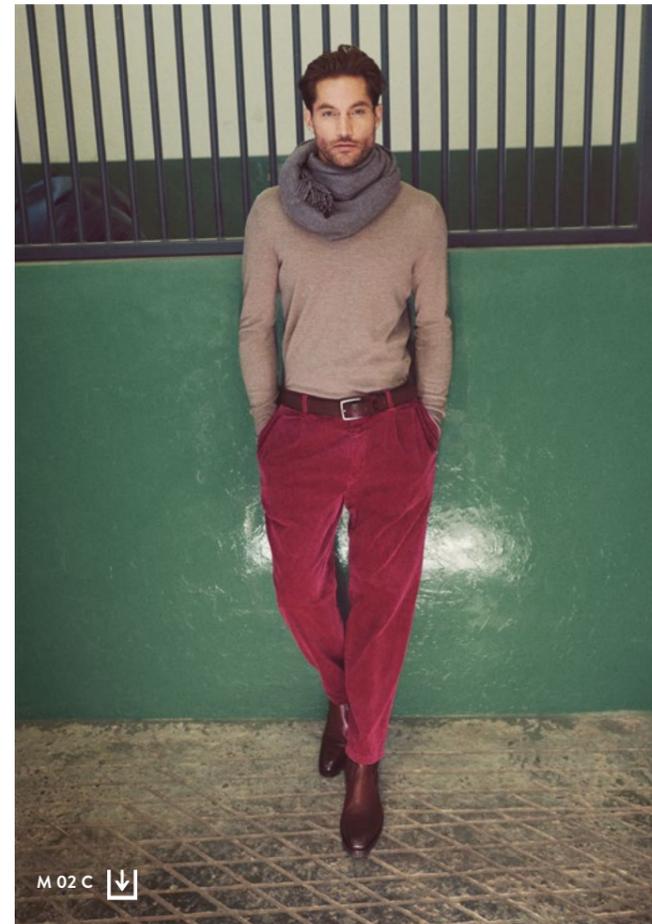
M 01 B

After disappearing from the fashion scene for a while, cord is currently celebrating a barnstorming comeback. And rightly so, because this cotton fabric with its characteristic ribbed look is not only marvellously long-lasting, it also combines a wonderful velvety texture with sheer elegance, and it's really comfortable to wear. For the 2020 winter season ALBERTO is highlighting all the facets of this classy material with its pants made of baby cord, wide wale cord, and waffle fancy cord. The colours are muted in keeping with the season. Earthy hues alternate with petrol, aubergine, sand, green, blue and black. A fine smoky pink is a stand-out feature. Absolute highlights: fancy velvet styles in off-white and curry colours.

STYLE:
 1298 LOOSE-C, Velvet Denim



1298 LOOSE-C, Velvet Denim



1232 WYDA, Smart Corduroy 



STYLE:
1230 PLEAT,
Fine Weave Corduroy



1230 ROB, Fine Weave Corduroy





M 20 A 

STYLE:
1298 ROBIN, Velvet Denim



M 20 B 



1298 ROBIN, Velvet Denim 

ON THE RADAR FOR FASHION-CONSCIOUS MEN: FAUX LEATHER

Extravagant, easy to wash, and with a perfect touch & feel – pants made of soft faux leather are really trendy highlights and they also look deceptively genuine. ALBERTO will be exhibiting two models for the next winter season which are brilliantly stylish and made with loving attention to detail. The ultra-fashionable 'Wyda' pants look decidedly casual in a classy night-blue colour scheme with authentic looking dividing seams just below the knees, while the 'House' pants are in a classic solid black. They're pants that ought to be in everyone's wardrobe.



1299 WYDA, Faux Leather 

STYLE:
1299 WYDA, Faux Leather





STYLE:
1299 WYDA, Faux Leather

M 19 D

COLOUR TREND: **CHINESE RED**

In Chinese mythology red doesn't just provide protection from evil spirits and symbolise power, dignity and wealth, it's also generally considered to be the colour which denotes good luck. Inspired by this fact ALBERTO is unveiling its new relaxed cotton chino, the 'Mike-C' in a vibrant shade of red. This casual, cropped style has a high, pleated waist, slanted slash pockets with a small welted pocket on the front, and tucks as well as piped pockets with a flap on the back.



↓ 1202 MIKE-C, Pima Cotton ↓

STYLE:

1202 MIKE-C, Pima Cotton



M 16 A ↓



M 16 B ↓



M 05 A

EXEMPLARY STYLE: BRIT-CHIC WITH CHECKS & STRIPES

Very smart and very British – a check pattern with traditional British flair is an absolutely timeless classic that suits virtually any occasion thanks to its harmonic look and its versatile combination options. For the 2020 winter season ALBERTO is making checks even more desirable with a newly developed wool fabric which features some exclusive designs. The ‘Made in Italy’ fabric is not only fully washable, it’s also wonderfully soft so it provides outstanding wear comfort. The pants are presented in the new ‘Ken’ range, a regular slim fit with a high, pleated waist, slanted slash pockets on the front, and piped pockets with a button loop on the back. Other must-haves for next winter: cotton and wool pants with narrow longitudinal and classic pinstripes.



STYLE:

1250 KEN, Ceramica Colour Check



1250 KEN, Ceramica Colour Check

M 05 B



SMART
WINTER
CHECKS



M 04 C



M 04 B



STYLE:
1256 CHARLES-C, Smart Retro Wool

M 04 A



1256 CHARLES-C, Smart Retro Wool



1253 CHARLES-C, Coloured Wool Glenchek



M 08 A 



M 08 B 



M 08 C 



1227 ROB, Colour Check 



1214 CHARLES, Monochrome Stripe 



M 03 B 



M 03 A 

STYLE:
1214 CHARLES, Monochrome Stripe



M 13 B



STYLE:
1246 KEN,
Ceramica Retro Stripe



M 13 C



1246 ROB, Ceramica Retro Stripe



M 13 A



VINTAGE DENIM

Workers swear that they are virtually indestructible, rock stars and revolutionaries love their extrovert non-conformity, and fashion designers appreciate the wealth of style options that they provide – jeans are a multi-faceted cult object. For the winter 2020 collection ALBERTO is paying due homage to the “blue gold” material with a series of vintage denims. Made of rough-textured fabrics, the look of the styles is reminiscent of the 1980s and 1990s. Subtle destroyed features and intricate washes ensure that they have a truly authentic look. Also in the range: blue and black selvedge pants made of high-quality Japanese denim, and a wide range of super-fit pants and premium business jeans.

STYLE:

1895 PIPE, Dynamic Superfit
Authentic Denim



M 07 A

DENIM



1274 SLIPE, Dry Indigo Denim



1269 SLIM, DS Authentic Vintage



M 07 B

STYLE:
1266 ROBIN, PBJ Dynamic
Superfit Bi-Stretch Denim



1266 ROBIN, PBJ DS Bi-Stretch Denim 



M 18 A 



M 18 C



M 18 B



STYLE:
1266 ROBIN, PBJ Dynamic
Superfit Bi-Stretch Denim



1281 SLIM, Organic Denim 



1269 SLIM, DS Authentic Vintage 



STYLE:
1269 SLIM, Dynamic Superfit Authentic Vintage

 M 10 A



M 10 B 



STYLE:
1269 SLIM, Dynamic Superfit Authentic Vintage

↓ M 10 C



M 10 D ↓



DENIM
STYLE:
Article: 1210 ROB, Dynamic Superfit Cotelé



1268 SLIPE, Japan Denim 



M 21 C 

STYLE:
1268 SLIPE, Japan Denim



M 21 A



M 21 B



DENIM
STYLE:
1268 SLIPE, Japan Denim

FOR FREQUENT TRAVELLERS AND FANS OF HIGH-TECH: **REVOLUTIONAL®**

Globe trotters and city slickers should check it out! The exclusive ALBERTO Revolutonal range of styles provides pants that are guaranteed to satisfy your every wish in terms of form and function. Made in Italy from super-soft, high-tech jersey fabric the breathable and quick-drying pants provide optimal freedom of movement as well as comprehensive protection from UV radiation.

STYLE:
1935 ROB, WR Revolutonal®



1935 ROB, WR Revolutonal® 



M 23 A 



M 23 B 

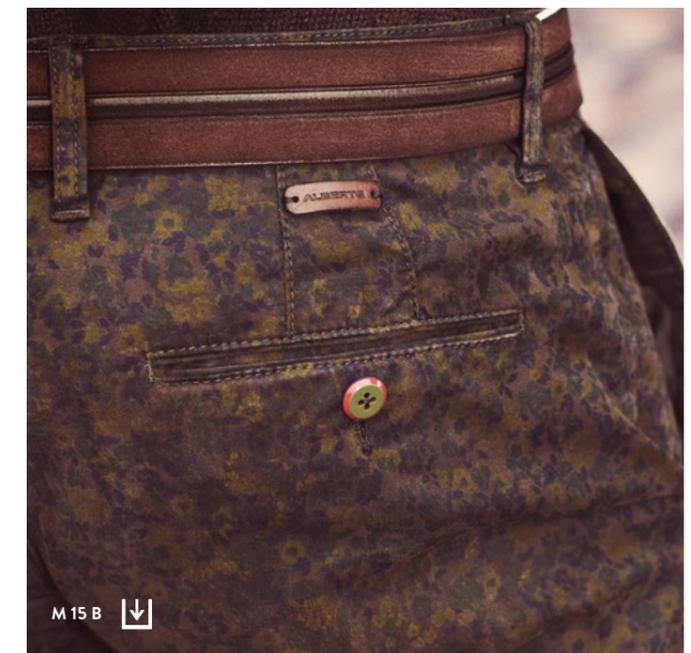


M 15 A

STYLE:
Article: 1217 ROB, Fancy Camo

BRING ON THE PRINTS AND COLOUR: **COTTON PRINTS AND SOLID COLOURS**

Intricately designed and magnificently coloured – cotton pants with floral patterns and camouflage-look olive or curry hues, or alternatively solid super-fit chinos, are must-have items for the forthcoming cold season. They're in the narrow-cut 'Rob' style, and colours include coconut milk, curry, rust, coffee, wild berry, dark petrol, and asphalt.



M 15 B



1217 ROB, Fancy Camo



1248 ROB,
Ceramica Wool Pepita



M 17 B



M 17 A

STYLE:
1219 ROB, Smart Pepita



M 24 A 

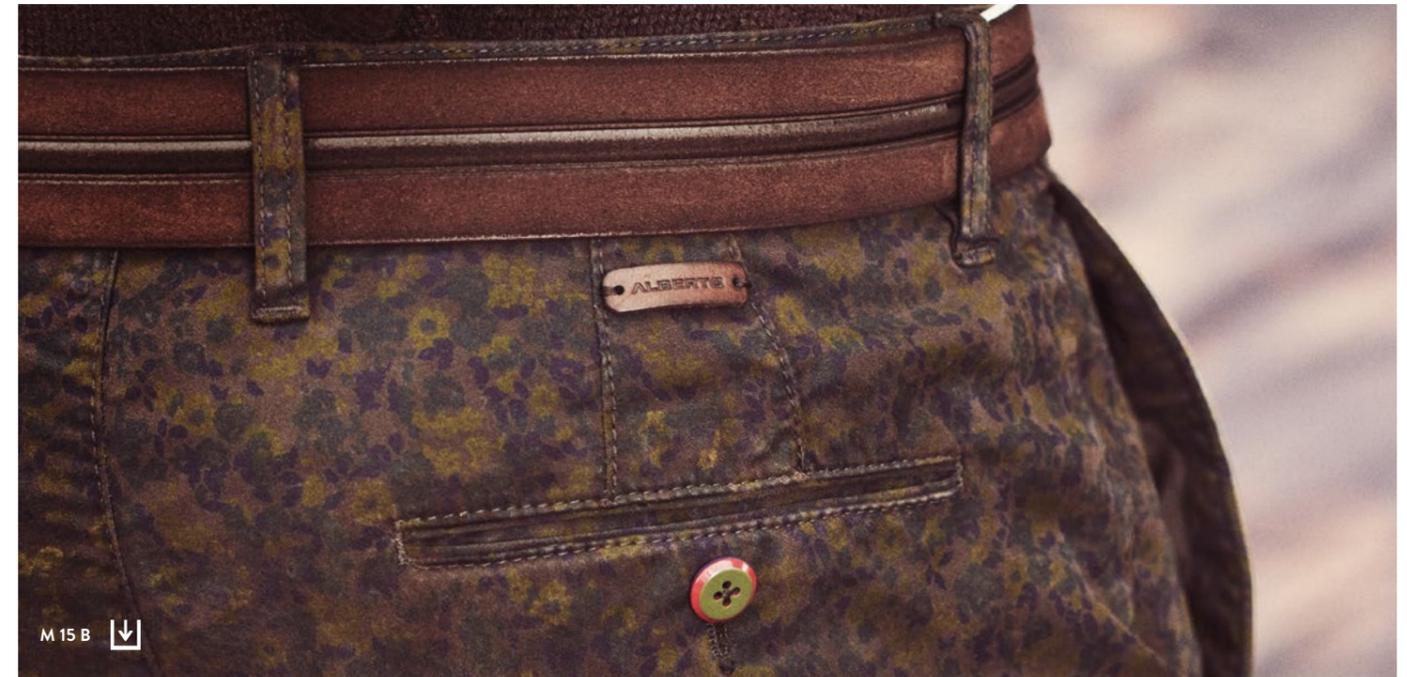


M 24 B 

STYLE:
1234 HOUSE, Cosy Herringbone

CENTRAL FOCUS: **BELTS**

Belts are taking the limelight when it comes to accessories. Extremely hard-wearing and with a real passion for details, ALBERTO belts are belts that last a lifetime. This is due to the use of high-quality types of vegetable tanned leather from Italy, France and Spain, and also due to the skin-friendly, nickel-free metal buckles and clasps as well as their timeless, smart look. For the winter 2020 collection the Mönchengladbach fashion house is concentrating on wide belts with rustic-style clasps. All-leather, vintage-look styles with decorative stitching alternate with stretchy woven leather braided belts and wool-look braided belts.



#COOLGERMANY
RÖTTGEN STUD FARM



ALBERTO sees itself as a dynamic, culturally engaged pants brand which is developed for dynamic people. People for whom quality, comfort and freedom are important, and people whose search for relevance is expressed through style. The brand was founded about 100 years ago with the aim of becoming a dynamic, innovative presence in the international fashion scene while continually setting new standards, and it has remained true to its founding ethos right through to the present. Cutting-edge craft values and design provide evidence of this, as does the company's own concept store and the use of intelligent, voice activated, interactive systems. So what began as a small factory making trousers has now become a key producer of collections – such as the urban biker collection: it's a brand that has always prided itself on anticipating its customers' wishes and fusing them into an inspirational lifestyle concept whose empowering presence transcends trends.

FURTHER INFORMATION IS AVAILABLE FROM:

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