

ALBERTO





#COOLGERMANY

FISCHBEK E. V. GLIDING CLUB

Gliding in the Fischbeker Heide nature reserve on the outskirts of Hamburg has a long history dating back to the first flight attempts of the aviation pioneer Gottfried Rost in 1910. And even today, a dedicated community of aeronautics enthusiasts meets here under the right thermal conditions to glide high above the unique heath landscape from the three runways of Fischbek e. V. gliding club without the aid of an engine. A place that combines technology, tradition and spirit of adventure with the beauty of nature and thus proves to be an unbeatable backdrop for the ALBERTO Summer 2021 photo shoot.

Pants up, button up, get to work:

Right now we need to look ahead and concentrate on the essentials. Simple guiding principles that we, as a specialist operating from Germany, have been following for almost a hundred years anyway. By doing exactly what we do best. But doing it right. No more, but also not a bit less. The results are style-conscious, high-quality pants. Which anticipate what our customers need well in advance, as demonstrated not least by our brand new Hybrid Sports Pants. And which don't wear out. That's why they can develop a history. Because they meet the highest standards in terms of fashion and craftsmanship. Pants that are a lot of fun. For us as well as for our customers. Under the hashtag #coolgermany, we've been purposely choosing German locations for years to stage our pants - as a tribute to our home market, but above all to our environment. Not least because Germany stands for virtues like quality awareness, reliability and consistency. Virtues which, as a culture of values, run like a common thread through our actions and - literally - through our pants. This time we landed in the Fischbeker Heide nature reserve on the outskirts of Hamburg. An unbeatable backdrop. We don't need a crisis for all this because we've always been convinced that less can be so much more.

Warmest Regards,

Marco Lanowy
Geschäftsführer
ALBERTO

Mona Meier
Inhaberin
HOPFER Public Relations

BRAND NEW

HYBRID SPORTS PANTS
THE PANTS THAT CAN DO EVERYTHING



The all-rounder

This is what we’ve been waiting for: finding the one that can do it all. The pants that perform with style and perfection on any terrain: whether it’s biking, hiking or on the green - ALBERTO Hybrid Sports Pants are multifunctional thanks to UV and water-repellent 3xDRY Cooler and Revolutionary fabrics. In addition, some of the models feature an anti-slip band as well as a new reflective label. Better safe than sorry, right?

THE JEANS CHINO
A BOLT FROM THE BLUE –
AND OTHER COLOURS TOO

Jeans and chinos? How does that fit together? ALBERTO found out: superbly. The result: pants that look chic and casual at the same time.



Chino in Denim

BEACH-K
SHORTCUT

From the beach to the bar, from the pool to the city: move in between - no chance! “Beach-K” are the new shorts sensation for hot summer vibes. The fact that the style can accomplish much more than pure elegance is owed to the breathable, fast-drying Revolutionary-Tec fibres. And of course the integrated, waterproof net pants.



The revolution for the summer

ORGANIC DENIM
BUT NATURALLY!

Eco goes cool: Organic denims from ALBERTO leave a sustainable impression everywhere. That’s a promise.



Denim meets Organic

SEERSUCKER
AN EASY CHOICE

It doesn’t sit directly on the skin, allows pleasant air circulation and keeps heat away: Seersucker is the fabric of the moment. And it also has a lot to offer in terms of style. Particularly as ALBERTO has created a fashionable monument to this almost forgotten fabric - in fine stripes and even more plain colours. Once you’ve worn them, you won’t want to miss out on these pants any more.





PANTS – INNOVATIVE, MULTI-FACETED AND WITH AN EYE FOR DETAIL

ALBERTO doesn't just have the right ingredients for the perfect pants styles, but also knows how to combine them perfectly. The result: a collection that once again pushes the cutting edge of modern pants culture a big step ahead.



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THE HIGHLIGHT SEERSUCKER


Whether they're long or short, plain or with sporty stripe designs in various colourways - seersucker pants are the trendy pants for every occasion and an absolute highlight of the ALBERTO collection. And for good reason, as the extra-light, non-iron crepe fabric with its casual three-dimensional crinkle look doesn't just provide a particularly trendy look, but also offers unbeatable wearing comfort thanks to its cooling fabric features and exceptionally soft feel. In addition to the cropped pleat-front trousers "Ken-C" and the "Ken-K", a Bermuda variant that has also been refined with pleats, the range for the 2021 summer season also includes the elegant slim-fit style "Charles".

STYLE:

1338 KEN-K, Seersucker







M 05 B 

STYLE:
1340 KEN, Light Seersucker



M 05 D 




M 05 C 

STYLE:
1340 KEN, Light Seersucker




M 05 A 



M 10 B 

REVOLUTIONAL® JACQUARD BERMUDA




M 10 C 


The perfect shorts for next summer? Ones for every occasion: the beach, the bar, the pool, the city. The “Beach-K” from the ALBERTO Revolutionary range is the perfect choice. Not too long and not too short cut, chic yet casual, these shorts made of extra-light, breathable and quick-drying Tec-Jacquard don’t just guarantee an unbeatable look with maximum freedom of movement. They also boast loads of additional features. The integrated mesh pants, for example, provide the best climate regulation, while front pockets and a zipper pocket at the back offer enough space for a mobile phone and wallet. Let the sunshine in!

STYLE:
1336 BEACH-K



M 10 A 



M 18 A 

THE JEANS CHINO

Some people call them the ultimate crossover piece, others just call them the best chinos ever. One thing's for sure, ALBERTO denim chinos have found their place in the wardrobe of denimheads and chino lovers alike since their launch last autumn. For the 2021 summer season, the company from Mönchengladbach is presenting a sophisticated style update. Equipped with a brand new labelling, the new-time classic comes not only in a total of 13 colourways with authentic "garment dye vintage" colouring, as well as being available for the first time as shorts for the sunniest months of the year.

STYLE:

1383 ROB, Dynamic Superfit Coloured Dual FX



M 18 B 





THE CLASSIC THE JEANS

Everyone's got them, everyone wears them, everyone loves them - denim is the indestructible classic of textile pop culture and, in spite of its long history, it's always able to reinvent itself. For the 2021 summer season, ALBERTO is presenting a finely staged series of vintage-styled jeans that combine authentic washes with a robust look, not forgetting ultra-modern details like printed pocket linings or colourful bars and stitching. And if you want to wear your favourite style even in hot temperatures, you'll love the lightweight jeans with a weight of 6 to 9.5 oz. Being able to wear jeans so comfortably will certainly provide the "aha" effect. New: the light tapered fit with models like "Slip" and "Robin".

Premium Business Jeans

ALBERTO premium business jeans are renowned as the gentlemen of casual business denims. Next summer, the styles will continue to live up to this reputation with their exclusive mix of high-quality materials, the finest features and particularly soft feel. Bi-stretch models in various washings alternate here with highly elastic luxury T400 pieces and breathable and temperature-regulating Coolmax jeans in clean washed blue and black. Also back: a Dynamic Superfit made of the finest Egyptian Giza 86 qualities. This fabric stands out for its distinctly soft touch & feel and its classy silk look.





JAPAN
DENIM




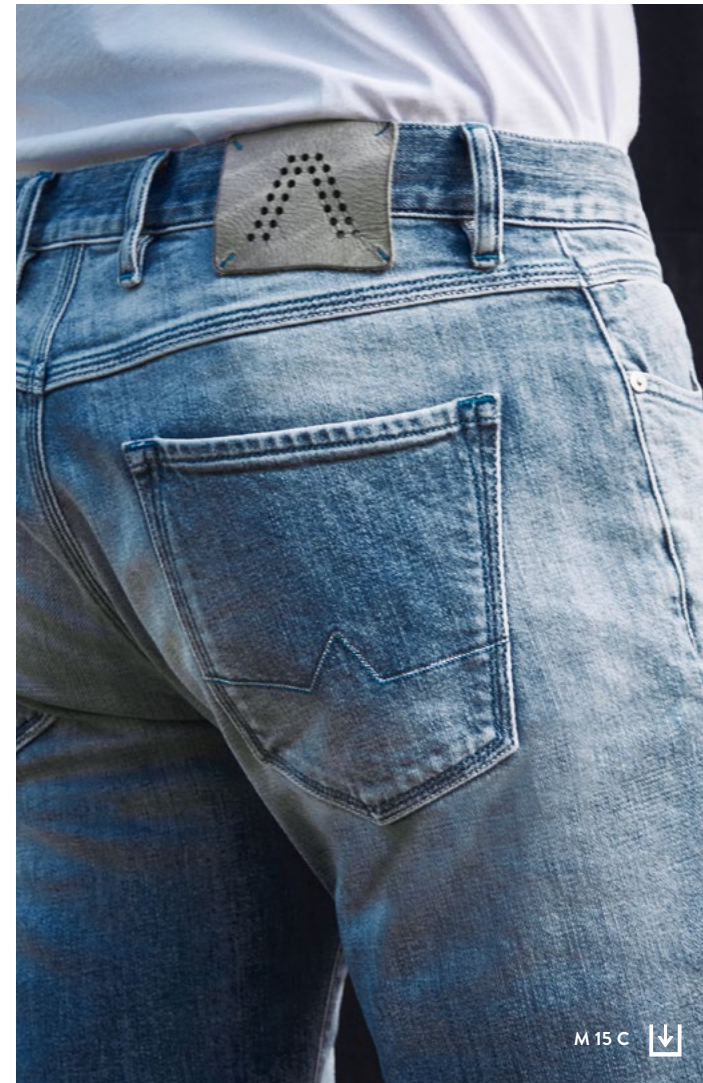
STYLE:
1368 SLIPE, Japan Denim


ORGANIC MEETS DENIM

Embrace the Future – ALBERTO Organic Denim is the range for a sustainable and fashionable impression, with three styles that prove just how multi-faceted New Eco can look in the jeans business. For example, pants made of completely recycled cotton/polyester/tencel/elastane blends with a degree of elasticity of over 40 percent. Or the model made of organic cotton and recycled elastane, with its impressively soft feel and five different washes. And finally the organic denim in three washes, dyed completely without water in a special environmentally friendly process. All-embracing, concise identification marks: Inner lining, serging seams and zipper - in green, of course.



M 15 A 



M 15 C 



M 15 B 

STYLE:
1381 ROBIN, Organic Denim

LINEN
PANTS

Linen's the way to go! Light, casual, luxurious - this summer linopants are the thing to wear. Worth the hype and ALBERTO is showcasing this with the naturally cooling and also extremely robust natural fibre in an extensive range of styles. Innovative blends, including elastane and Tencel, ensure unbeatable wearing comfort and score fashion points across the board with a variety of designs and colourways. Herringbone, pepitas and checks meet glen checks, micro-structured patterns and classic plain colours. The colour range extends from light yellow, beige and grey to various shades of blue, brown and green. Alongside a model with classic business features, the highlight is the cropped "Mike-C" with a new snap fastener on the flap pocket and an extra-secure Tra-in button.





**LINEN
GLENCHECK
PANTS**



STYLE:

1355 ROB-J, LINEN GLENCHECK |

M 11 A



M 12 B



LINEN
PEPITA



M 12 A




M 12 C



STYLE:
1354 CHARLES-C,
LINEN PEPITA




SMART
LINEN

M 14 B 

STYLE:
1350 KEN, Smart Linen




M 14 A 


LINEN
DENIM

STYLE:
1374 LOU-J



M 13 B 



M 13 A 

SMART
LINEN

STYLE:
1332 ROB-J, Dynamic Superfit Smart Linen Stretch




M 24 A 



M 24 B 


LINEN
HERRINGBONE



M 17 D 

STYLE:
1333 MIKE-C, LINEN HERRINGBONE



M 17 A 



M 17 B



M 17 C



STYLE:
1333 MIKE-C, LINEN HERRINGBONE



CERAMICA®
COOL
STRIPE

Never out of style: For summer 2021 ALBERTO presents a series of super-light Ceramica pants, with various checks like Pepita or Summer Checks, ensuring the perfect look whether it's in the office or on the street, and with in-depth details and features. For example, in addition to contrasting coloured and partly printed pocket and waistband linings, buttons made of ivory nut, burnt and three-coloured buttons are used here for the first time. Brand new and highly fashionable: the “Ceramica Cool Stripe” with longitudinal stripes in blue/red.

STYLE:
 1337 CHARLES-C, Ceramica® Cool Stripe





M 20 A



M 20 C



SMART STRIPED



M 20 B



They're perfect for everyday business, leisure and the smart casual evening event: cotton trousers. For the 2021 summer season ALBERTO once again proves how confidently the casual-light classic can be interpreted. In addition to plain-coloured versions of the cropped "Mike-C" and the old dyed "Rob" in ice blue, off-white, silver, pistachio and nude, pants and shorts with a fine structure or jungle and tropical all-over prints as lavish as they are colourful will be appearing. Superfit qualities with a degree of elasticity of over 30 percent are a must. New in the range: "House-BO", a casual all-round style with drawstring waist, and the "Wind-K", a pair of shorts in cargo look. Classy, and not just for the office: the Ceramica Premium Business Chino.

STYLE:

1313 MIKE, Smart Stripe



STYLE:
1303 ROB, Dynamic Superfit Broken Twill



SMART CHECK PANTS

STYLE:

1325 ROB, SMART CHECK




M 23 A




M 23 B





M 02 A 



M 02 B 

STYLE:
1317 ROB-J, Flowers and Birds

HYBRID SPORTS PANTS



M 21 A



STYLE:

2951 HOUSE-BO, Revolutionary®

Sometimes you ask yourself why an idea like this wasn't born long ago. Because almost everybody's experienced it: In the morning you hike to the alpine pasture, in the afternoon you go biking with the family and just before dinner you want to swing a golf club. And for this, you need multiple changes. Not anymore - thanks to the new highly functional Hybrid Sports Pants. Whether it's for biking, hiking or on the green - the ALBERTO Hybrid Sports Pants are multifunctional thanks to their UV and water-repellent 3xDRY Cooler and Revolutionary qualities. And to ensure that the highly functional pants, long and short, also perform safely on any terrain, all models come with an anti-slip band as well as a new reflective label and some with a mesh lining.

ALBERTO X URWAHN BIKES

With Urwahn Bikes having already established itself as a permanent fixture in the ALBERTO concept store in Mönchengladbach, the ingenious team effort between the Magdeburg two-wheeler smithy and the pants specialists from the Lower Rhine region is now going into the next round. As part of the shooting for the summer 2021 collection, the new ALBERTO Bikepants styles were photographed live and in action on the bikes, which have won several awards for their innovative design. Urban mobility with style and ecological awareness has never been more progressive.


M 21 C





M 21 E 



M 21 D 

STYLE:
2951 HOUSE-BO,
REVOLUTIONAL®



M 21 B 



M 04 A



M 04 B



M 04 C



M 04 D



BELTS

They're the perfect finishing touch to the outfit: Belts are real style essentials that need to be carefully selected and coordinated to match the pants. For the 2021 summer season, the company from Mönchengladbach is scoring points with high-quality, vegetable-tanned leather products made in Italy and Germany, skin-friendly, nickel-free metal elements and a variety of elaborate surface treatments. Vintage looks alternate here with snakeskin designs and decorative stitchings.



EQUIPMENT

The perfect interplay of cut, design and fabric qualities is what separates the wheat from the chaff in fashion. And the choice of the right details always gives the final stylistic touch. In summer 2021, ALBERTO won't just be using three-coloured buttons, material mixes for the inner waistband and pocket pouches and new interiors, some with elaborately printed pocket linings, but also coloured seams and colourful denim labels in a vintage look.



ALBERTO regards itself as a culturally influenced pants label in motion, developed for people on the move. People for whom quality, comfort and freedom play an important role, people who seek relevance and find style. Founded some 100 years ago with the goal of becoming a dynamic, innovative presence in the international fashion world and constantly setting new standards, the brand has remained true to its founding ethos to this day. Contemporary craftsmanship and design testify to this as well as the company's own concept store or the use of intelligent, voice-controlled interaction systems. So, what began as a small pants manufacturer, has long since established itself with numerous collections - for urban cyclists, for example: A brand that aspires to anticipate the needs of its customers and unite them into an inspiring lifestyle concept that goes beyond all trends.

FURTHER INFORMATION IS AVAILABLE FROM:

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COLLECTION COLOURS

