PRESS RELEASE

ALBERTO   
  
Mönchengladbach, 11/7/2020

More than a Website

Welcome to the ALBERTO cosmos

What's the first Aston Martin got in common with ALBERTO? Where does the pants label's affinity to classic cars come from? What does a guy who models pants think about the fashion business and life? Answers to questions like these can be found in ALBERTO's new AZine. The online magazine presents exciting stories and interviews with people around the ALBERTO cosmos. For example, Marcus Herfort, the creator of the classic and motor festival "Classic Days". Or Greg Kheel. For some time now, the model has been lending a face to the ALBERTO collections, and now he's also offering insights into his life. An interview with him will be online in the near future. That, and other reading material that's constantly being updated, is waiting for you at [www.alberto-pants.com](http://www.alberto-pants.com).

Check it out: at [www.alberto-pants.com](http://www.alberto-pants.com) you'll find smart fashion and exciting stories. ALBERTO has come up with something for this: The "AZine". A digital magazine with interviews and stories about the ALBERTO cosmos. The online magazine is integrated into the digital service and communication platform on the Internet. It's a reference point for B2B and B2C with continuously updated news, product features and direct links to both Instagram and Facebook social web channels as well as the ALBERTO channel on the video portal YouTube.

This puts users in direct contact with the company. Do-main sees itself as a dynamic service and communication platform. A diversified microcosm for great fashion and stories. As a digital interface between companies, retailers, consumers and the media. The website caters to both the B2B and B2C sectors with features like the store finder or order levels for retailers and end customers alike. In other words, it's everything but a static Internet presence - something that our partners benefit from, especially in these challenging times. The site is active, dynamic, communicative - constantly updated, and not just seasonally, which means that it's always worth a visit. "In these times, people need to stay connected and in touch more than ever," explains Marco Lanowy, Managing Director of ALBERTO.

**The text and image material is available for download at:**[**Pressearchiv.alberto-pants.com**](http://pressearchiv.alberto-pants.com/)

*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 trouser manufacturer has long since made it into collections - for urban bikers, 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.*

**For more information:**

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