

WINTER
2021
COLLECTION
REPORT

ALBERTO

BECAUSE IT'S WORTH IT

Almost 100 years of searching, finding, discovering and sharing. Almost 100 years in which we at ALBERTO have stayed true to our values. To design the best international pants styles and launch them together with our team. Trust, solidarity, reliability, freedom and a sense of responsibility are concepts that are currently gaining widespread awareness worldwide. These are concepts that define ALBERTO's stable and proven value system. They're also the essence of what our pants are all about. Because we believe that style is a mental quantity first and foremost. And quality never needs compromises. We believe that fashion reflects the personality of the wearer but should also anticipate the wearer's needs and requirements. We've come a long way in this era. Right now, the world is in a state of upheaval and more people are leaving their comfort zone, bravely breaking new ground with fresh enthusiasm. We look forward to what tomorrow will bring. Because it's worth it.

Warmly,

Marco Lanowy
Marco Lanowy
Managing Director
ALBERTO

Mona Meier
Mona Meier
Owner
HOPFER Public Relations





BRAND NEW



STYLE MEETS COMFORT JERSEY PANTS

Why do without one or the other if you can have both? Exactly! Style and comfort are the perfect combination in the Jersey Pants by ALBERTO. Because the feel-good pants are so comfortable, they feel like a second skin. And even after you've worn them for hours, they stay perfectly crease-free and neat. No wonder you don't want to take them off at all. They're perfect for working from home and even for picking up sandwiches from the bakery. Classy colors and patterns also enhance the refined tone, of course.

HOPE FOR THE BETTER ORGANIC DENIMS

It's not always easy to find the ideal jeans, but it's worth it. We promise! A relaxed look and cool looks are what set the Organic Denims from ALBERTO apart. Not to mention that this range with the green thumb is completely sustainable. That's due to organic cotton, hemp or recycled fibers as well as Dry Indigo processes, which work without water. Other intrinsic features: the green lining, green seams and the green zipper, which reveal the natural qualities at first glance.



DOWN TO EARTH / CHARMEOFFENSIVE BAUMWOLL CHINO FANCY VELVET

Cotton Chinos always look smart and confident, yet absolutely laid-back. As fancy velvet pants with a velvety surface and honeycomb pattern, these chinos make you want to wear them in autumn. And glow with them in earthy tones. The perfect pants for when you want to wrap up warmly without having to give up casual elegance.

FINDING MYSELF

The world as we knew it is facing a severe test. And that's okay. Our motto is to focus on the essentials, and so quality finally takes precedence over quantity again. This applies more than ever to fashion, which - as ALBERTO sees it - is a kind of social seismograph. As a result, the Mönchengladbach-based pants label is presenting a well-balanced collection for the 2021 winter season, combining all our current needs and requirements in a sophisticated and stylish way, between taking a deep breath at home and taking off outdoors.



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#COOLGERMANY HYMER 900

It's almost 40 years old, almost 9.40 meters long and a good 2.90 meters wide, weighs a proud 6 tons and moves with the stoic power of a 130 HP diesel engine. The Hymer 900 is a legend in mobile homes, and its name is whispered reverently by camping fans and classic car enthusiasts alike. And rightly so. After all, the mobile luxury living room with attached sleeping compartment was built in a small series of just 25 units and cost about as much as a home in the medium price range at the time. Our special guest at the ALBERTO Winter 2021 shoot is one of only 15 drivable units left in the world and it proved to be a patient and stylish elder statesman in every respect. It wasn't bothered at all by the camera's clicking or the additional interior lighting. A big thank you.

STYLE:

1408 STEVE, FANCY WEAVE





EASY CHIC OXFORD

They're warm, soft, look good, fit perfectly and feel like a hug - the pants from ALBERTO's wool collection. Subtle retro stripe designs and elegant herringbones alternate here with classic glen checks and check patterns in oxford and retro looks, various gray facets with subtle blue and muted earth tones. New to the range and an instant winner: a revised version of the tapered fit 'House' with elastic waistband and additional loops for a smart belt look.



STYLE:
1456 STEVE, OXFORD



M 16 A



SUPER
HERRINGBONE PANTS


STYLE:
1457 KEN, SUPER HERRINGBONE PANTS



CERAMICA®
RETRO STRIPE

STYLE:
1447 HOUSE, CERAMICA® RETRO STRIPE




M 15 A 

CERAMICA® RETRO GLENCHECK

STYLE:
1453 STEVE, CERAMICA® RETRO GLENCHECK



M 15 A 




HIDDEN FORCES

It's the attractive mix of light, pleasantly soft fabrics and traditional wool optics that makes the pants of the 'Wool Look' segment so uniquely comfortable. To coincide with the launch of the 2021 winter season, ALBERTO isn't just presenting two brand-new models here, but is also demonstrating once again that the difference lies mainly in the right detailing. While the tapered fit 'Steve' focuses on a classic-clean cut and a super-soft touch and feel, 'Wind' is the first choice for true individualists. The tough cargo pants feature a slim-fit retro look and are finished on the inside with an elaborately designed camouflage print. Both styles come in muted plain colors as well as in minimal check designs.



M 18 B 

STYLE:
1822 WIND, RETRO

M 18 A 




Natural material, earthy colors - in winter, everyone agrees: You can't be consistently stylish without the right cotton pants. So, it's a good thing that once again ALBERTO's got the right fabric for the cold season that's coming. Clean, classic and really elastic, the new tapered fit chino 'Steve' made of Italian smart cotton is ready to go. A special feature here is the extended waistband. The traditional piece-dyeing creates an authentic heritage look, a sophisticated contrast to the ultra-modern studded logo on the back waistband. Quite different, but no less individualistic: the 'Rob-C' model, a fresh newcomer to the range. Made of organic cotton army twill and equipped with flap pockets and fine stitching, the slim-fit chino in cropped length combines elegance and roughness to create a unique look. The fancy camouflage pants with digital camouflage prints on a colorful, woven wool-alike base and the fancy velvet pieces with their velvety surface and honey-comb pattern take this fashion statement a step further. Classy: plain-colored fancy waves in a wide range of earth tones.

TRANQUIL OASIS FANCY WEAVE PANTS

STYLE:
1408 STEVE, FANCY WEAVE PANTS

ITALIAN SMART COTTON



M 07 B 



M 07 A 

ORGANIC
COTTON



M 02 B



M 02 A







COTTON PANTS

STYLE:

1417 ROB, FANCY CAMOU



M 05 A 

M 05 B 



STYLE:

1430 ROB, FANCY VELVET

SOFT SKILLS
COSY CHECK PANTS

The ‘Cosy Pants‘ have become ‘Jersey Pants‘, and the supremely sanguine ALBERTO 24/7-all-rounders have also come a long way for the 2021 winter season. Super Jersey is all about understated simplicity and plain colors, with details like the integrated belt element in the waistband of the casual sweatpants ‘House-BO‘, while Printed Jersey presents the models ‘Rob‘, ‘House‘ and ‘Slim‘ in a filigree minidot design. The ‘House‘ in cosy camouflage with camouflage print and the cosy check styles are much more extroverted, reflecting the current check hype with pattern games in green/black and bordeaux/black. The Smart Jerseys are fresh and a genuine highlight: the sporty tapered fit ‘Bart‘ with rubberized zippers.




STYLE:
1440 ROB, COSY CHECK



M 13 A




M 10 B 



M 10 A 

COSY CAMOU PANTS



M 10 A 

STYLE:
1432 HOUSE, COSY CAMOU



M 11 A



M 11 D



M 11 C



SMART JERSEY




M 11 B




STYLE:
1434 BART, SMART JERSEY




M 09 A 



M 09 B 

SUPER
JERSEY




M 09 C 


STYLE:
1431 HOUSE-BO, SUPER JERSEY

BLUE HORIZONS
JERSEY DENIM




M 12 C 



M 12 A 



M 12 B 

STYLE:
1458 SVEN, JERSEY DENIM

Whether you prefer rough'n rugged or light and ultra-comfortable - the ALBERTO denim range caters for practically every taste for winter 2021. The vintage styles come as 'Slim' and 'Slip' in authentic washes, 11 to 13.5oz. fabrics and gritty looks, while the dip-dye models in grey, military and beige come up with extravagant color gradients. Back on board again is the Tapered-Fit success model 'Robin'. Brand new in the range: 'Sven', a 5-pocket tapered fit in a casual denim sweatpants look with drawstring waist and ties that can be worn either inside or outside. A must-have for die-hard jeans enthusiasts: Selvedge jeans made of fine Japanese denim in a total of four washes, enhanced with elaborately designed vintage labels.



M 21 A



M 21 B



M 21 C




DYNAMIC SUPERFIT COLOURED DUAL FX

STYLE:
1499 ROB, DYNAMIC SUPERFIT COLOURED DUAL FX

BLUE HORIZONS
ORGANIC DENIM




STYLE:
1480 ROBIN, DYNAMIC SUPERFIT ORAGNIC DENIM

M 03 A 

GREEN POWER HEMP DENIM


News from the ALBERTO organic denim future laboratories. After delivering a whole series of impressive testimonials to a denim culture that's as stylish as it is ecologically sustainable last season, there's an extensive follow-up coming for winter 2021. This time in the range with the green thumb: pants made of recycled cotton / polyester / tencel / elastane blends with more than 40 percent elasticity, a model made of organic cotton and recycled elastane, an organic denim dyed completely without water using the dry indigo process, and pants made of hemp denim. And to make the styles stand out visually, they're fitted with the familiar green lining, green serging seams and a green zipper.



M 01 A 

STYLE:
1482 LOOSE, HEMP DENIM



M 01 B 



GREEN POWER
ORGANIC DENIM

STYLE:
1381 SLIM, ORGANIC DENIM






M 19 B 

LOVE FOR LIFE PREMIUM BUSINESS JEANS

Top quality fabrics and a classy finish. Plus, a perfect fit, a soft shimmering surface and an extra soft touch and feel. No question, ALBERTO Premium Business Jeans are the ultimate gentleman's choice when it comes to casual business denim. In winter 2021, highly elastic and extra dimensionally stable Luxury T400 styles and Dynamic Superfits made of silky Giza 86 fabrics alternate with bi-stretch denims in various washings. Real classics: the breathable and temperature regulating Coolmax jeans in clean washed blue and black. The absolutely wash-out resistant Black Black and highly elastic Premium Business Hybrid denims are the latest genuine highlights. Their brushed fabric lining and warming tech yarns keep you warm and comfortable even on cold days.

STYLE:
1461 ROBIN, NOBLE DENIM




M 19 C 



M 19 A 



M 19 D 



M 22 B



M 22 C



M 22 A



MULTILAYERED JEANS CHINO

After only one year on the market, the Jeans Chino has already established itself as a real highlight in the pants business. No wonder, because the clean styles and the rough attitude combine the essence of two absolute icons of pants culture. For the upcoming winter season, ALBERTO presents 'The Best Chino Ever - The Jeans Chino' in a slim cut colored denim look. Highly elastic fabric qualities ensure a perfect fit, vintage garment dyed washings and a total of ten muted colorways for fashionable sophistication.

STYLE:

1383 DS COLOURED DUAL FX

THE BLACK
BLACK

STYLE:
1463 ROBIN PBJ, THE BLACK BLACK



FREE SPIRIT

HYBRID SPORTS PANTS

The Hybrid Sports Pants are the ultimate high-flyers in the ALBERTO range. And quite rightly so, because they guarantee uncompromising performance for biking, hiking and on the green, and also for non-outdoor activities, thanks to high-quality functional fabrics and a host of clever features like anti-slip bands and reflective labels. For the upcoming winter, the Mönchengladbach-based company has once again expanded the range considerably. In addition to the water-repellent 3xDRY Cooler as ,Base‘, ,Tekk‘ and ,House-BO‘ and the extra-light, breathable, quick-drying and of course completely water-repellent Revolutionary in the new tapered fit ,Protect‘, Stretch Energy with a roughened lining will be launched for the first time. The water-repellent, warming and breathable qualities guarantee 360° freedom of movement and are available as ,Base‘ and ,Protect‘. A must-have for sports enthusiasts are the highly elastic hybrid denims in the new slim-fit style ,Hybe‘ with reflectors on belt loops and hem, Tra-In button, brushed fabric lining, warming yarn and exclusive Hybrid Sports label.

STYLE:

2439 PROTECT, STRETCH ENERGY



M 23 A



M 23 B




SUBTLE TOUCHES THE ORIGINAL BIKE JEANS



They're the proverbial salt in the soup of every pants design and their interaction transforms simple pants into real favorites - it's the tiny details in an outfit that always make the big style difference. For the coming winter, ALBERTO isn't just relying on newly designed logo rivets, edging bands, three-colored buttons and sophisticated material mixes for the inner waistband and pocket pouch, but has also lent its styles small flags, digitally printed pocket linings and colorful denim labels in a vintage look.

STYLE:
2772 BIKE, DS DUAL FX DENIM


M 24 A 

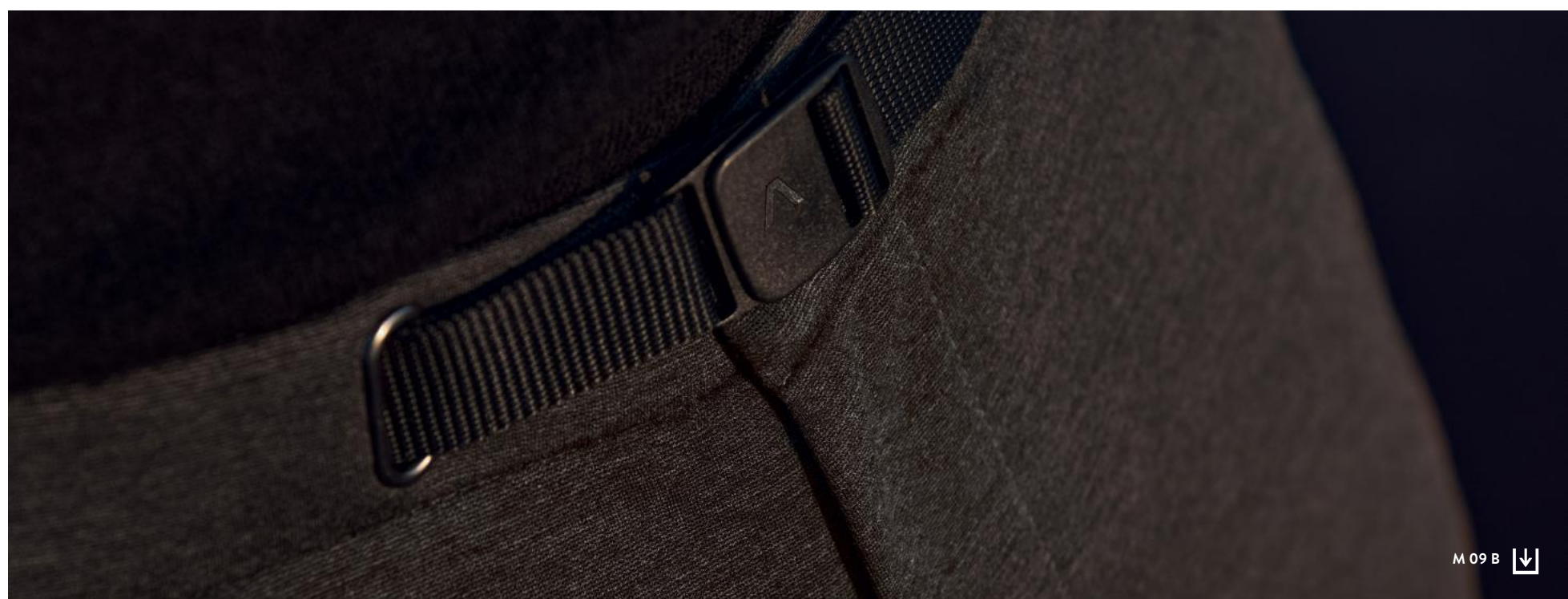


BELT IT UP

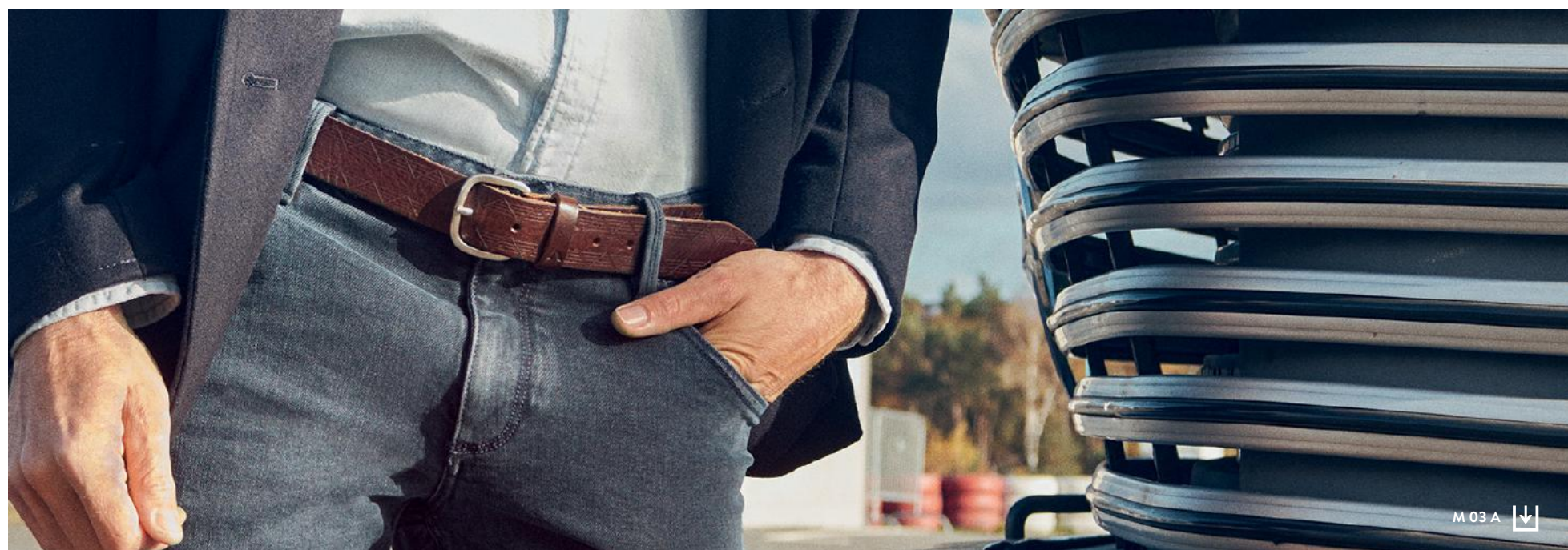
Robust, functional and extremely detailed - belts from ALBERTO are genuine style statements that add the finishing touch to any pants design. For the 2021 winter season, the company from Mönchengladbach is showing an extensive range of mostly vegetable-tanned full leather models made in Italy, adorned with skin-friendly, nickel-free metal elements and a variety of elaborate surface treatments. High-contrast vintage looks alternate here with decorative stitchings.




M 05 B 



M 09 B 



M 03 A 

ALBERTO **KOSMOS**

AZine, das sind Interviews und Storys rund um den ALBERTO-Kosmos, eingebettet auf der digitalen Service- und Kommunikationsplattform im Internet.

Lesen Sie auf den nachfolgenden Seiten vorab das Interview mit Greg Kheel, das ab Dezember auf den Internetseiten erreichbar sein wird.

WWW.ALBERTO-PANTS.COM/AZINE





Internationally renowned model, qi gong teacher, sustainability activist – U.S. born Greg Kheel is a man of many talents. In this interview, he explains why he isn't particularly impressed by glamor, what he appreciates about fashion, and why sharing knowledge is more important today than ever before.

www.gregkheel.com

GREG, YOU'VE BEEN WORKING SUCCESSFULLY AS AN INTERNATIONAL MODEL FOR MANY YEARS. HOW DID THIS COME ABOUT? HAVE YOU ALWAYS BEEN INTERESTED IN FASHION?

Not so much in fashion, but I've been fascinated by the functionality of clothing for as long as I can remember. Even as a child, I'd tinker with my clothes to adapt them to the purpose I had in mind. I'd cut off the sleeves of a shirt or sew a piece of fabric to my pants to serve as an extra pocket. Hardly surprising that I started studying engineering at university some years later. A friend of mine's girlfriend was a model and she was convinced that I had what it took to be a model too. I found it all quite interesting but didn't really think about it much. After all, I wanted to be an engineer. Then towards the end of my studies, I had a real identity crisis. I saw myself sitting in an office and poring over complicated mathematical problems until it was time to retire without ever trying

out this other life that might be out there waiting for me. So I let myself be talked into taking part in a major casting. There were 800 people and 40 agencies, and by the end of the day 14 of the agencies called me back to represent me. I then moved from Florida to Los Angeles, because I didn't know that the heart of the American fashion industry beats in New York. Well, at least the weather was good. After a few jobs in the TV and music video business, an agency in Milan noticed me, I moved to Italy and worked on shoots pretty much every day.



HAD YOU ALREADY ABANDONED ANY IDEA OF OF HAVING A FUTURE AS AN ENGINEER?

Not really. I saw modeling less as a career opportunity and more as time out from university to clear my head, see a bit of the world and think about what I really wanted from life. A friend opened my eyes when he said that I was living a dream which I shouldn't give up so easily. Afterwards I became more serious about modeling as a job and was soon signed up by agencies all over the world.

YOU TRAVEL A LOT AND PROBABLY SPEND MOST OF YOUR TIME LIVING OUT OF A SUITCASE. WHAT'S YOUR EVERYDAY LIFE LIKE WHEN YOU'RE AT HOME? HOW DO YOU LIVE, WHAT DO YOU COOK, WHERE DO YOU GO SHOPPING?

I live with my wife in Portugal near Porto in a small farmhouse in the country and we get all of our organic fruits and vegetables from local farmers. Whenever possible, we buy other everyday items locally with due attention to sustainability. **We lead quite a modest life without much glamor.**



THAT SOUNDS QUITE DOWN-TO-EARTH. IS THAT HOW YOU GREW UP?

Yes, definitely. I'm a village kid from North Florida who always had to help his parents at harvest time or when any repairs needed doing. Naturally I found it pretty annoying at the time, but ultimately these experiences left a lasting impression on me. My father is Native American and he took me hunting when I was just six or seven years old. He taught me how to gut the game we caught and also how to survive in the wild. **Unlike a lot of American city-dwellers, I know where my food comes from, how it's hunted or harvested, and how it has to be prepared.**

SO YOU HAVE NO TRUCK WITH VEGETARIANISM OR VEGANISM?

Actually, I do. At the peak of my modeling career, I spent some time living in New York, but the city gradually consumed me despite all the success I enjoyed. In the end, I fled to Bali, went back to nature and spent some time following a vegan lifestyle. Nowadays I'm probably what you would call a flexitarian. **My body tells me what it needs and I listen to it.** Being vegan is great when you want to cleanse your body – unless you eat nothing but vegan junk food. As it happens, I also fast a lot. That's probably the best thing you can do for your body, mind and spirit.

LET'S TALK A BIT MORE ABOUT SUSTAINABILITY. HOW FAR HAS YOUR WORK IN THE FASHION INDUSTRY SENSITIZED YOU TO THIS SUBJECT? AFTER ALL, THE FASHION INDUSTRY RANKS SECOND RIGHT AFTER THE MINERAL OIL INDUSTRY ON THE LIST OF THE DIRTIEST INDUSTRIES.

I've seen the effects of our lifestyle everywhere during my travels. The deforestation, the environmental pollution and all the refuse in the rivers and seas which has long since reached even the most remote corners of our earth. I find this hard to bear, and this is why I have stopped making advertisements for companies or products that do not support a sustainable lifestyle. All this fast fashion with its cheap, poor quality products is a waste of resources that we can simply no longer afford. I don't need much and prefer to spend a little more on products that will last for a long time. If something breaks, it gets repaired. I have pants that are almost 15 years old and full of darns. Some people might think they look shabby, but for me they're marks of character, which is exactly why they're my favorite pants.



But back to the fashion industry. The fact that it's so dirty – all the way along the chain from the cultivation of raw materials through dyes and washes to transport and packaging – means that it also offers plenty of opportunities for positive change, and I want to be part of the solution rather than part of the problem.

I'm connected with a lot of people in many different areas, and we discuss topics like this all the time. It's a constant learning process, not only in the fashion industry but also with regard to all the issues relating to the continuation of life on our planet. To make progress in this respect, we have to work together rather than competing with each other, and I have the feeling that more and more people are coming to understand this.

YOU'VE BEEN WORKING WITH ALBERTO FOR A LONG TIME. WHAT'S SO SPECIAL ABOUT YOUR COLLABORATION?

Yes, ALBERTO is one of my most long-standing clients. The company has always felt like a family and our collaboration has always been very open; we have also developed in the same direction over the years, and I find this very exciting. Sustainability without compromising on style, high quality standards and the protection of nature are values we have in common and also frequently discuss so that the company's products can be developed further. This is a great thing, in my opinion.

ALBERTO – ORGANIC DENIM



QI GONG, THE ANCIENT CHINESE ART OF MEDITATION, CONCENTRATION AND MOVEMENT, PLAYS AN IMPORTANT ROLE IN YOUR LIFE. THESE DAYS YOU TEACH IT AS WELL AS PRACTISING IT.

I've always spent a lot of time working with my body. As a teenager, I worked with weights until I was injured, then I did bodyweight training; afterwards I did yoga for a few years, and then I discovered qi gong. In some ways it's quite like yoga, because it too is an energetic process; however, it's combined with a number of other elements. Qi gong has an impact not only on my body but also on my entire life. It teaches me to push through my limits and learn from the experience. The daily meditation and physical exercises have made me much calmer and more relaxed. I now pass on my knowledge by teaching, currently only privately and at events, i am planning to launch some online courses within the next year.

WHERE DO YOU SEE YOURSELF IN 10, 20 YEARS?

I'm only just 35 years old and think I'll be able to carry on working as a model for quite some time. Otherwise I like to see my life as being like a piano. There are a lot of keys that have to be played correctly to produce good music. I like tackling a wide variety of projects, whether modeling, qi gong or the farm in the north of Portugal which we are currently converting into a retreat for a sustainable lifestyle; this will open at the end of 2021 or the beginning of 2022 if all goes well. I'd also like to get deeper into fashion away from the catwalk. I'd like to share my knowledge, to bring about positive change step by step and make the world a better place.



More exciting interviews at:
alberto-pants.com/azine/greg-kheel

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.

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