PRESS RELEASE

ALBERTO   
  
Mönchengladbach, 21/04/2021

**ALBERTO x Megamarsch**

**Just going further**

**Whether you walk the '50 kilometres in 12 hours' distance or opt for the really big one - '100 kilometres in 24 hours' - the Megamarsch Challenge isn't just about maximum fitness and mental strength. It‘s also about the right clothing. That was good enough reason for the founders to work with ALBERTO to develop the ultimate hiking pants. Now they're available in a limited edition exclusively through the Megamarsch online shop.**

Gritting your teeth, mustering your strength and then stoically putting one foot in front of the other – that’s what you’ve got to be prepared for if you want to take on the Megamarsch Challenge. What started in Cologne in 2016 as an insider happening for hard-core extreme hikers has turned into a successful event series that sends thousands of participants off on the trail every year in a total of 19 cities across Europe. For the fifth season, the pants makers from ALBERTO have teamed up with the organisers and they’ve collaborated to develop a pair of one-of-a-kind pants that are up to all the demands of long-distance hiking. They also look amazingly smart.

A relaxed cut, extremely lightweight, water-repellent and quick-drying jersey-tech fabrics, an anti-slip waistband and a breathable mesh lining with side zips ensure that the 'Water Repellent Revolutional' style offers maximum freedom of movement and best wearing comfort in any weather conditions, and also protects against harmful UV radiation. And so that the most important hiking essentials can be safely stowed away, the pants are also equipped with zipped back pockets and a safe pocket for cards and money.

Marco Kamischke, the founder of hundert24 GmbH, put the pants through their paces during a Kilimanjaro climb before the official sales launch and couldn't stop raving: "Thanks to the hiking pants, I was able to scale Africa's highest mountain this year under ideal conditions. Trial by fire passed with flying colours. This is high praise that’s music to the ears of Marco Lanowy, ALBERTO’s managing director. "As a locally based company from Mönchengladbach with 99 years of expertise in pants, we're proud to have been able to work with the Megamarsch team to develop pants that were optimally adapted to the participants‘ needs."

Available in either black or khaki, the strictly limited collaborative pants come with double labelling and can be ordered now for 149.95 euros exclusively via the Megamarsch online shop.

Photos: hundert24 GmbH

The text and image material can be downloaded at:

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*ALBERTO defines itself as a culturally driven pants label that's on the move, designed for people on the move. People who value quality, comfort and freedom, people who seek relevance and find style in the process. 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 managed to stay true to its founding ethos. Contemporary artisanal standards and design attest to this 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 evolved into contemporary clothing lines - for urban cyclists, for example: A brand that's dedicated itself to anticipating its customers' needs and combining them into an inspiring lifestyle concept that doesn't need trends to justify itself.*

**For more information:**

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