

PORTFOLIO

SUMMER  
22

JEANS  
CASUAL  
DRESSY  
SPORTS





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ALBERTO's 2022 summer collection integrates technology at every level: from the high-tech icon Hybrid Sports Pants to digital prints that stretch all aesthetic boundaries in a resource-saving way to the Red Selvedge, which is produced on narrow looms in the old Japanese tradition.





'In 2022, we'll be celebrating 100 years of Alberto, an emotional event. Instead of an anniversary collection, we prefer to keep doing what has made our company successful for 100 years: giving tradition a new face by modelling the future with innovative products.'

Marco Lanowy, Alberto

## A QUICK WORD WITH MARCO LANOWY

**Mr Lanowy, what's the ALBERTO 'idea'?**

It's the common thread that runs through everything we do. We work up close to real life, observing emerging trends - by no means just in fashion - but also how people's everyday lives are taking shape and what social and societal movements are emerging. Obviously, this is reflected in the development of our products. For us, the focus is on finding out what people need a pair of pants for, and we use this as a starting point to develop the necessary innovations for the product in terms of details and benefits.

**In the process, ALBERTO is visibly merging the various styles of pants.**

Right. Nowadays, a pair of pants should ideally be an all-rounder and not just look good when you're switching from the job to the couch, from the couch to the bike and from the bike to the golf course, but also function well. This is a transformation process that began with the development of our first golf collection.

**It's a theme that has led to the development of the Hybrid Sports Pants, after all.**

Cyclists, golfers and hikers appreciate the Hybrid Sports Pants mainly because of their features, but at the same time more and more customers are turning to the styles for purely fashion reasons. For me, the new 'Pack', which can be rolled up and packed into the zipper back pocket, is a real highlight of the collection. I'm curious to see what kind of feedback we get here.

**ALBERTO is successively working on producing the collections more sustainably ...**

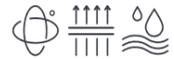
Yes, we already work very intensively with organic cotton and recycled yarns on the basis of the Oeko-Tex Standard 100 label, but it's always an ongoing process. I find it very exciting how much is currently happening in the area of sustainable materials and finishes. This gives us the opportunity to close our gaps in sustainability bit by bit. We think it's important to develop a long-lasting, unique product in an ecological, humanly respectful and fair way. For us, these are self-evident facts. We don't really want to emphasise them any more, not least because we don't deal with the issue of sustainability for marketing reasons, but because we consider it our duty to do our best in this area.

**A closing word about digital prints ...**

... aren't just the visual highlights that we also base our colour concepts on, but also open up more creative freedom and even more individual production for us. We really enjoy that!



2951 PACK, Water-Repellent Revolutionary®



- maximum freedom of movement
- breathable
- temperature-regulating
- fast drying
- dirt and water repellent thanks to ecorepel® finish

# HYBRID SPORTS PANTS

## 2951 PACK, Water-Repellent Revolutionary®

Transformative system disruption in three, two, one ... - with the introduction of the Hybrid Sports Pants range two seasons ago, ALBERTO began to radically break down the walls between the different uses for pants. In the past, you had to change your pants every time you needed to change disciplines, but now golfing bike enthusiasts with a penchant for hiking can finally get rid of the hassle of changing as they switch between their sports. The reason: multifunctional styles that increase the performance and safety of their wearer on any terrain with flexible high-tech materials and a multitude of smart features, leaving nothing to be desired when it comes to fashion and fit. For next summer, the Mönchengladbach-based company has consistently followed the path of technical revolution and will be presenting the ultimate all-rounder with the innovative hybrid cargo in the Japanese-minimalist outdoor style 'Pack'. This is a winner with both the Revolutionary®

and the super-light Coolmax® Superlight variants, and not just thanks to smart detail work. The trousers are also comprehensively breathable, temperature-regulating, quick-drying, dirt and water repellent and also protect against UV rays. While the mesh lining provides even more comfort and airiness, the front and side cargo pockets offer plenty of storage space for everyday essentials. And speaking of pockets and storage space: if you need or want to minimise the size of your pants while you're travelling for reasons of space, you can do it in just a few simple steps. Just roll up the trousers, stow them comfortably in the large, integrated zipped back pocket and carry the package casually with the shoulder strap. Of course, they don't just fit over your shoulder, but also in any suitcase and even in your jacket pocket in a pinch. The model is available in military, navy and black for the launch.





# ULTRA LIGHT JAPAN

## 2530 JUMP, Coolmax® Super Light

Light, lighter, ultralight - right now, the brand new Made in Japan innovation fibre Coolmax® Superlight is the ultimate benchmark for genuinely trend-setting high-tech functional fabrics. With a weight of just 160 grams/running metre, it doesn't just weigh less than half as much as the competitor 3xDRY® Cooler (325 grams/running metre), it even makes the previous record lightweight Revolutionary® (285 grams/running metre) look pretty heavy in direct comparison. It goes without saying that the miracle fabric from the Far East is also washable throughout, extremely quick-drying, temperature-balancing and completely water-repellent. For the 2022 summer season, ALBERTO is presenting four pants made of Coolmax® Superlight in its bike and hybrid sports series: the 'House-K', the 'Fresh-K', the brand-new 'Pack' and the 'Jump' - a chino with drawstring and reflective tie straps that has also just been added to the range.



- maximum freedom of movement
- breathable
- temperature-regulating
- fast drying
- water and dirt repellent
- UV protection





1516 SLIM, Digital Spots



1516 SLIM, Digital Spots

# DIGITAL PRINTS

The choice of the right textile print needs to be well thought out, since it doesn't just have a fundamental influence on the overall look, but also decides how ecologically and economically sustainable a style is finished. ALBERTO uses modern digital printing technology for this. Here are the eight most important reasons:

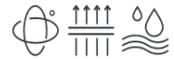
1. Digital prints offer the complete colour spectrum in brilliant quality.
  - Contours and colour gradients can be reproduced photo-realistically.
2. Digital presses are more efficient than their conventional counterparts.
3. The print is abrasion-resistant and thus extremely durable.
4. Despite the print, the fabric surface remains soft, ensuring best wearing comfort.
5. Pre-printing processes and the creation of printing stencils are eliminated, saving time and money as well as resources.
6. Digital printing avoids unnecessary overproduction and also makes the printing of small and very small quantities economical.
7. Individual cut parts can also be printed.
8. Exclusive design ideas can be implemented promptly.



1515 ROB-K, Digital Print



1515 ROB-K, Digital Print



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## NEW BIKE PANTS

### 2951 LIMIT, Revolutional®

Muscle power instead of engine power - almost 200 years after its invention, the bicycle is preparing to take back the streets of our cities from the car. Good for nature, the environment, health and fitness, and for ALBERTO since 2015 reason enough to dedicate an exclusive series of technically highly charged pants styles to the topic of bikewear, which were already unparalleled in terms of safety, wearing comfort and style. Fast forward to the 2022 summer season, and the Mönchengladbach-based company has long since established itself as the premier authority on cycling pants, presenting a collection that once again fuses tried-and-tested functional features with innovative tech qualities, featuring an integrated anti-slip band, stretchy waistband, high cut design in the seat area

and cleverly positioned reflectors. In addition to casual and business jeans and chinos made of temperature-regulating and dirt-repellent 3xDRY® Cooler and extra-light breathable, quick-drying and UV-resistant Revolutional®, the range now includes jeans made of Dryarn®, an extremely light performance denim that not only has an authentic look, but also has properties that support wild riders on bikes over short distances as well as long ones. Also at the start: the Sportchino 'Bike Jump' with reflective cord, the 'Limit' with adjustable press studs at the leg ends and, last but not least, the Bike 'Pack' with mesh lining and cargo pockets, which can be rolled up in a few easy steps and conveniently stowed in the large integrated zippered back pocket.





**ORGANIC DENIM**  
1381 LOOSE-C,  
Organic Denim

ALBERTO devotes a lot of care and attention to the organic sector. They work primarily with organic cotton and recycled yarns from Italy. As always, fair working conditions throughout the production process are a matter of course for the Mönchengladbach-based company. The organic denim part has become established at ALBERTO. The denims for summer 2022 are made of soft organic cotton with elastane in various washes. A brand-new addition to the range is the 'Loose-C', a wide, high-cut 5-pocket in cropped length. The extra-lightweight Light Organic Cotton Chinos are the 'House' and 'Rob' models, each available in a long and a



1381 SLIM, Organic Denim

1381 SLIM, Organic Denim

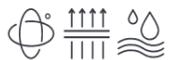
1381 SLIM, Organic Denim

1381 SLIM, Organic Denim



**PREMIUM BUSINESS  
TECHNIC**  
1545 ROBIN-PB,  
3xDRY® Cooler

The spot-on textile fusion of casual and business into a classy jeans format is a complex task. So, it's a good thing that there are pioneers like ALBERTO who take on the challenge with the utmost appreciation for style, quality and technology. Technical refinements don't stop at the premium sector: the latest addition and already a real highlight: the 5-pocket model 'Robin' made of 3xDRY® Cooler or Revolutionary® with premium business features. The styles for office & beyond feature impressive high-performance, completely fluorocarbon-free fabrics that aren't only lightweight, highly elastic and soft to the touch, but are also breathable, temperature regulating and, thanks to the ecorepel® finish, repel water and dirt.



- maximum freedom of movement
- breathable
- temperature-regulating
- fast drying
- water and dirt repellent
- UV protection



**IT'S ALL ABOUT DETAILS**





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