PRESS RELEASE

ALBERTO Golf   
  
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ALBERTO Golf Winter 2022

Winter Fun on the Fairway

The enjoyment of pleasant rounds on the green without shivering in the cold winter months has been possible for quite some time – thanks to revolutionary developments in Tech Golf Wear. As one of the pioneers, ALBERTO Golf has made extraordinary contributions to this evolution. For the next winter season, the company is launching new styles, innovative functions and novel colors as well as patterns to make an even bigger splash. Find out what golf enthusiasts can look forward to now!

Men

City Golf

Launched this past winter season, the City Golf Program has won over the hearts of fashion conscious golf enthusiasts in leaps and bounds. That’s hardly surprising since the cotton pants and their refined details paired with the super soft to the touch fabric are absolutely convincing, both on the green and off. The Second Edition bets on a smart, visually emphatically reduced two-tone look in a subtly washed out wool style that is available in a classic regular fit called “Fred” and as relaxed regular fit jogger pants under the “House” name.

Cosy Golf

Another true winner is the Cosy Golf Line. The highly elastic, super soft jersey pants do not only impress golfers with their unbeatable comfort, but also with intricate patterns. Part of this season’s lineup: the Glencheck Jersey called “Rookie” and the Cool Glencheck as well as the Jersey Check, both available under the “Rookie” and “Ian” line with check patterns in a variety of designs and colors. The laid back highlight in this line is the Cosy Pepita designed as jogger pants under the “House” tag and will be popular thanks to its subtly designed Pepita Print.

The Genuine 3xDRY® Cooler

Temperature balancing, extremely breathable and bi-elastic this pair will verifiably dry three times faster than any conventional pair of pants. Golfers who are partial to style and function are absolutely sold on the 3xDRY® Cooler. For next winter, the multi-talented ALBERTO golf classic will be available in the “Pro,” “Rookie,” “Ian” and “Robin” plus an extra broad color palette. It includes everything from muted camel, walnut and dark military to fresh sapphire blue, salamander orange, Spanish green and ancient burgundy. Making its debut and a true eyecatcher: the “Ian” with two side strips in navy/anthracite and military/dark brown.

Rain & Wind Fighter

Actually, there is no such thing as bad weather. There’s only inadequate clothing – and the Rain & Wind Fighter is definitely perfect. After all, the wind and waterproof ALBERTO golf talent is a rare exception, thanks to its welded and breathable interior thermal lining and the practical French terry pocket lining. Even under the most inclement weather conditions, it is perfectly comfortable. In the 2022 winter season, the smart all weather style will once again head out onto the green under the name “Nick-T.” It comes in the seasonal colors of navy, anthracite and black.

Stretch Energy

Water repellent, bi-elastic and – thanks to fabric qualities that are roughed up on the interior – the guarantor of perfect blood flow to the muscles paired with an improved flow of energy – the Stretch Energy is the ultimate pair of pants for particularly long days on the course. In the 2022 winter season, the “Robin” makes its debut as a relaxed 5-pocket tapered fit version that joins the “Rookie.”

Water Repellent

The water repellent camp also has news to share. Just in time for the 2022 winter season, ALBERTO Golf presents these bi-elastic, dirt and water repellent breathable jersey high performance pants with quick drying guarantee under the “Rookie,” “Collin” and “Ian” styles, but not only featuring minimal anthracite, blue and green prints, but also a pin stripe design in anthracite. A “Rookie” and a “Robin” also come in finely woven houndstooth patterns in gray as well as blue. A stylish “winner takes it all” approach.

Coffee Pants

Totally new in the program and already an absolute collection highlights: the Coffee. These pants are made of highly elastic, water repellent and brushed qualities on the interior. Fibers from coffee bean residue that are turned into coffee coal particles are integrated into the fabric. This technique offers the wearer immense benefits. Not only does the coffee coal store body heat and thus provides ideal heat insulation, it also has antibacterial properties and delivers better climate balancing results. In conjunction with the official 2022 winter season launch, the Coffee will debut as a “Rookie,” a slim fit style “Jump” with a pull-string waist as well as a new, slim cut tyle 5-pocket model called “Collin” in an extra comprehensive palette of colors ranging from explosive red to muted gray and black.

Revolutional ®

Over the past few years, the Revolutional® has turned the segment of premium tech golf wear upside down with the greatest ease. This is not surprising since these extra lightweight and high performance bi-stretch jersey pants do not only compel thanks to their consistent UV protection and water repellent surface. They also dry quickly and are highly breathable. For the 2022 winter season, ALBERTO Golf presents its revolutionary yarn in a bi-layered version for especially cool days on the green and as a single-layer all year on the green model. The former version is available in the “Ryan” style with black contrast zippers or as slim fit cargo pants under the name “Clay” and a version with a pull string waist, which makes its appearance as a “Rookie” and an “Ian.”

Flower Print

The Flower Print is the latest new addition to the ALBERTO Golf Winter Program. Made of breathable and extremely fast drying jersey fabrics, these pants, which will debut under the name “Ian” will not only set definitive fashion accents thanks to their fall inspired all-over floral print, but they also offer maximum freedom of movement and comprehensive UV protection.

True Colours

Checks, houndstooth and Pepita in a wide range of variations. Add strips, minimal prints and extravagant floral designs and the 2022 winter season delivers a greater wealth of facets than ever before. This is not only evident in the patterns, but also in the choice of colors, which range from poppy tomato red and salamander orange to sapphire blue and Spanish green and even black, gray, navy, military plus variations of beige, brown and camel hues.

Women

Cosy Golf

Smart tech features, super soft to the touch, an extremely high degree of elasticity and a clear partiality to fashion – the elegant jersey pants in the Cosy Golf Series are well-versed allrounder experts that look great on and off the green. Part of the launch of the ALBERTO 2022 Golf Winter Season: “Mona-L” and “Tina-Z” in subtle, understated colors featuring the Cosy Pepita look. There are also the “Tina-Z” and the “Mona” in colorful jersey checks. “Mona-L” and “Clara-SA” come in a brand-new extremely relaxed style with pull-string waist bands and elastic cuffs that stand out thanks to Cosy Checks. The “Lucy” takes it one step further in terms of fashionable style. It is available as a Cosy Leo in a complex design of an allover leopard print.

The Genuine 3xDRY® Cooler

On the green, the 3xDRY® Cooler has long made its mark as an absolutely exceptional style. For very good reasons – after all, the breathable, temperature balancing, dirt repelling and extremely shape stable pants have not only set new standards in terms of technology and wearing comfort. They also deliver compelling value in terms of style. For the next winter season, ALBERTO Golf will deliver its bestselling label evergreen in an extra rich color and model palette. Besides the classics – “Mona,” “Lucy,” “Julia,” “Alva” and “Anja” and its two fashion pieces “Tina-Z” and “Luna,” a pull-on version with score card pockets on the right, the “Alina” makes its debut this season. It is an extra long version. There is also the “Mona-L” with a corded ribbon as a side strip.

Water Repellent

This rule also applies to the 2022 winter season: do not embark on a round on the green without the Water Repellent. After all these pants are not only completely compelling in terms of fashion, but also guarantee perfect wear and comfort in inclement weather thanks to their highly elastic, breathable as well as water and dirt repelling fabrics. The Water Repellent Print is available under the names “Mona,” “Mona-L” and “Tina-Z” in an abstract braid pattern in various two-tone hues, while the Water Repellent Flowers and the Water Repellent Black and White Flowers, in “Mona-L” and “Alva” designs bets entirely on romantic overall all floral prints. Joining the crew once again: the Water Repellent Super Jersey in a wide range of solid colors, some muted, some bright. In this line, ALBERTO Golf presents its bestsellers “Mona-L” and “Alva” alongside a “Mona-L” option with a corded ribbon as a side strip.

Rain & Wind Fighter

Completely breathable, 100 percent winter and waterproof and thanks to the interior thermal lining also wonderfully warm – the Rain & Wind Fighter is the solution to wear in inclement weather and hardcore winter golfers swear by it. The Winter 2022 Edition of this unique style is available under the name “Lexi-T” in muted navy and black.

Stretch Energy

Whether it’s storming outside, raining or snowing – with the Stretch Energy long rounds on the green are truly fun even in the harshest weather conditions. The reason: bi-elastic material qualities that are brushed on the inside ensure perfect blood flow and a significantly increased flow of energy. For the 2022 winter season, these clever allrounder pants are available in models “Julia,” “Alva,” and “Mona-L” in fall inspired Bordeaux, military, navy, anthracite and black.

Revolutional®

This is the absolutely favorite pair of pants of many winter golfers – and they have good reasons to make this choice. After all, the Revolutional® made of extra lightweight high performance bi-stretch jersey does not only deliver optimum UV protection and maximum range of movement. It is also wrinkle resistant and totally breathable. For the 2022 winter season, ALBERTO Golf presents a new double layer version for days when temperatures drop well below freezing. The extra warm option is available in military, gray, black and navy under the name “Lucy-SF” with side stripes and under the designation “Lucy-SUP” with contrasting strips on the front pockets and cuffs.

Coffee Pants

The fact that coffee cannot only warm us up from the inside, but also from the outside, is evident in the Coffee by ALBERTO Golf. The new addition is made from highly elastic, water repelling materials that are brushed on the inside. The fibers contain coffee coal made of coffee bean residue. They provide ideal heat insulation that stores the body heat and also boasts antibacterial and climate balancing properties. For the launch of this tech style with a green soul, the “Mona-L,” “Lucy” and “Clara-SA” will make their debuts as jogging style pants with drawstring waist and rubber cuffs. Colors range from popping tomato red, camel and light beige to military, gray, navy and black.

Flower Print

Breathable, highly elastic, quick drying and, what’s more, highly fashionable – the Flower Print makes a perfect impression on the green and off. For the next frigid season, ALBERTO Golf will present this new additional with a fall inspired all over floral print in the “Mona” and “Lucy” designs.

Playful Colors

Refined playful colors and designs will dominate the ALBERTO Golf Woman Look in the next winter season. Bright purple, fresh orange and popping tomato red arrive alongside military, navy, anthracite, light beige, gray and black, while playful braided patterns, checks, floral and leopard prints set subtle accents in some of the designs and attention grabbing extroverted accents in others.

*In 2004, a plane took off for the United States, and this departure marked the beginning of the ALBERTO Golf Collection’s success story. The company’s two managing directors - Georg Walendy and Marco Lanowy were on board of this very plane. In their baggage, they brought along tons of creative ideas for a modern, functional golf collection. In the States, pro golfer Alex Cejka was waiting for Walendy and Lanowy. At the time, the golf pro had drawn lots of attention to himself because instead of golf pants, he wore ALBERTO pants on the green. He was so enthusiastic about the models in the men’s collection that it ushered in a very promising cooperation with the men’s fashion label. ALBERTO embraced the challenge to revitalize the sportswear market. Not only through its fashion competency acquired over its long history, but especially through the development and use of innovative materials. Hence, a very unique collection of golf wear was created that proved to be successful thanks to its extraordinary designs, perfect cuts and completely revolutionary functions. Since then the label has fully established itself in the golf market and golfers love the functional and expressively fashionable golf pants and shirts that hail from Mönchengladbach, Germany.*

Text and photographic material is available for download at:

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