



SUMMER  
2023  
COLLECTION

ALBERTO 100 YEARS  
OF  
PANTS

JEANS  
CASUAL  
DRESSY  
PERFORMANCE





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**Put them on once and keep going“ - whatever the day brings**

Pants that offer more value. Pants for life. That’s what ALBERTO stands for. And that’s what ALBERTO can deliver like no-one else can. Why? Because, even at the pinnacle of fashion, the pants label always designs them to cater to the real-life needs of their wearers. You could say they’re the quintessence of legwear. Pants tailored for the moment, for every moment of life, are an architectural design for the body. The love of traditional legwear craftsmanship is as much a part of ALBERTO’s self-image as its desire to experiment. This is reflected once again in the pieces of the 2023 summer collection, where absolute classics in new, innovative materials and cleverly reworked designs meet brand-new models. What unites them all is the slogan: “Put them on once and keep going” - whatever the day brings.







1505 MIKE-C, Light Organic Cotton



1381 SLIM, Organic Denim

# ORGANIC

## Innovation instead of business as usual

This credo has inspired our **organic** range for the next summer season as well. The result: distinctive looks and durable materials made from recycled spandex fibres and organic cotton with the Oeko-Tex Standard 100 seal, still stylish years after the first time they're worn. For us, sustainability is more than just quality, it's also about reducing the use of water through modern, environmentally friendly finishing processes. That's what we've done with the 'Taylor' and 'Mike-C' chinos, are made of ultra-light **Super Stretch Cotton** with an elasticity level of 35 percent and available in a total of nine colourways. The same goes for the 'Rob-K' shorts and last but not least for our pants in elastic 11 oz made by Candiani denims, available as 'Slim' and 'Robin'.



1506 JUMP, Light Cotton



1381 SLIM, Organic Denim





## Narrow, narrower, super slim

ALBERTO ‘**Superslim**’. The stylistic secret of the newcomer, cut only slightly narrower than our ‘Slim’, lies mainly in its highly elastic fabrics. For the premiere, we’re showing the pants in three denim variations. The Coloured Denim Light Superstretch made of PPT fibres comes in seven colours and boasts almost 40 percent elasticity. The Raw, also highly elastic, is a classic deep blue. In addition to a perfect fit, the ‘**Superslim**’ with double belt loops, contrast stitching and exclusive back labelling also delivers on the details.







1751 ROB, Light Tencel™ | Belt: 8716 Colour Stripe



1707 STEVE, Tencel™ Twill

They're particularly soft and hard-wearing, ensure pleasantly cool wearing comfort in summer temperatures. They also make a strong showing in terms of sustainability - pants made of Tencel™ are real all-rounders that know just how to appeal on so many levels. For summer 2023, we're showcasing an extra-wide range of styles, colours and patterns to demonstrate all the different ways in which certified bio-based cellulose fibres made from the renewable raw material wood can be used. Simple and smart: the **Superlight Tencel™** as 'Rob' chino, the **Minicheck Tencel™** with micro checks, also available as 'Rob', and the finely striped **Tencel™ Stripe**, available both as 'Rob' and as the brand new tapered-fit chino 'Steve'. Light and casual: the **Tencel™ Glencheck** and **Light Tencel™**, presented as 'Rob' and as the quasi-chino 'Jump' with drawstrings.

**TENCEL™**

- lyocell fibres from sustainably grown wood
- particularly resilient
- kind to the skin
- naturally soft quality
- breathable
- ultimate wearing comfort
- colourfast
- biodegradable





1727 JUMP, Summer Linen



1729 JUMP, Tech-Linen

## Light and airy

The hype around linen pants continues unabated. There's a good reason for this, after all, pants made from the robust natural fibres offer unbeatably light and casual comfort as well as naturally cooling properties. For the 2023 summer season, we're showcasing the potential of linen in all its facets here. The Pure Linen range comes with garment-dye over-dyed 100 percent linen-only fabrics as **'House'** in a long and a shorts variant, both in an extra-wide colour range that extends from Off-White, Natural and Light Military through Smokey Grey and Navy to Light Violet, Ash, Light Mint and Apricot. **Linen Herringbone** plays with the classic Herringbone pattern in a wide variety of variations. In addition to the 'Rob', 'Lou-J', 'House' and the 'Jump' with **drawstring**, we're also focusing on the **pleated pants** 'Ken' and the slim-fit cargo 'Wind'. Here, too, the colour spectrum is particularly wide with Off-White, Ash, Navy, Nature, Military, Apricot, Sky, Fresh Carrot and Deep Grey. The ultimate highlight: pants made from innovative Japanese **Tech Linen**. The plain and crease-resistant pants with the cool feel, which are available as 'Jump', 'Rob' and as Cargo 'Wind' in Black, Dark Navy, Military, Dark Grey, Nature, Corn and Off-White, create a 32 percent degree of elasticity thanks to a sophisticated mix of materials. **Record-breaking!**

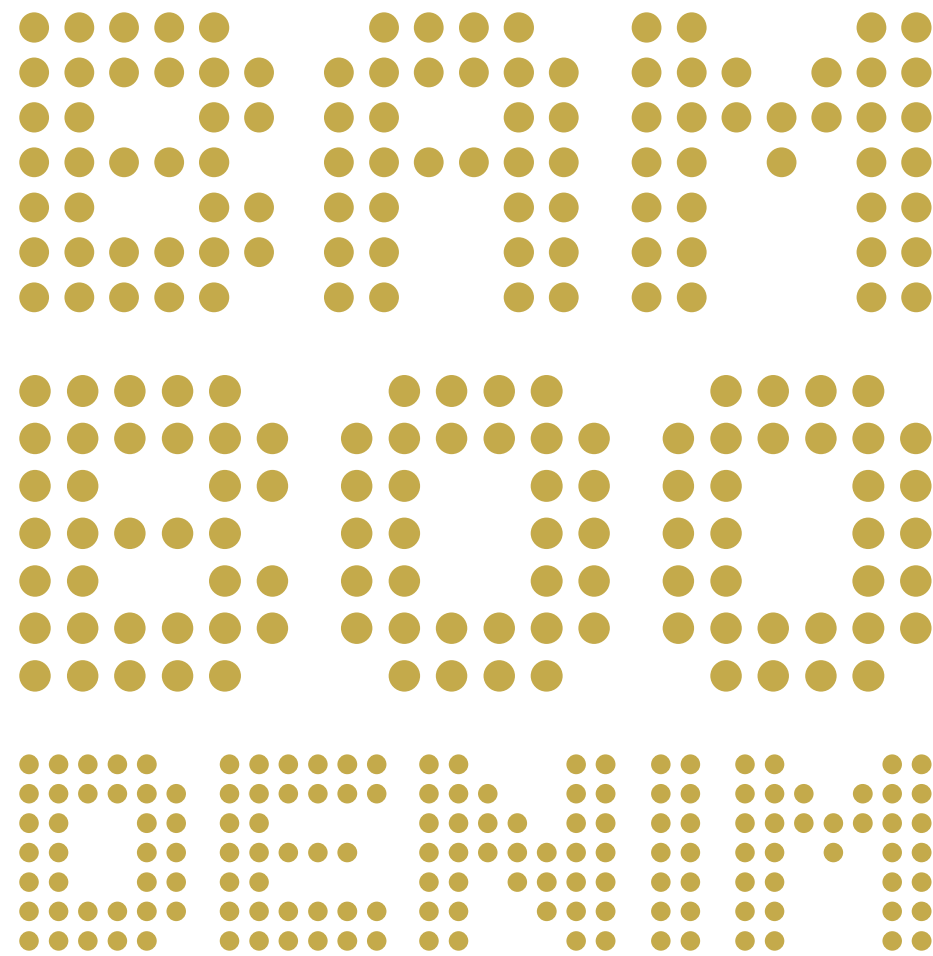


1753 STEVE, Summer Linen Check



1733 KEN, Linen Herringbone





We believe in only keeping what's good and paving the way for sustainable innovations. Accordingly, we set out to find environmentally conscious alternatives to classic denim made from cotton grown in a water-intensive process - and after extensive research, we finally found them in denim made from a robust cotton/bamboo fibre mix. The **ecological advantages** are clear: bamboo grows extremely quickly even without the use of pesticides, is extremely hard-wearing and needs virtually no water. In addition, our exclusive **Bamboo Denims** fit perfectly as usual, with sophisticated details and a multitude of functions. They protect against UV radiation, are thermoregulating, antibacterial and wick moisture. For the official Summer 2023 launch, the smart pants are available in one black and one blue variant each.



1776 SLIPE, Bamboo Denim





# Multitalented!

Pants with clever functions and ingenious technical features that help you get through everyday life more stylishly, better dressed, and just that little bit easier: This is what the new **Performance line** stands for. We launched it last winter and it's already become quite a highlight in the ALBERTO portfolio. The first performance summer season will see the launch of three smart all-rounders: the highly elastic, water-repellent, breathable and quick-drying **WR Revolutionary®**, the bi-elastic, breathable, quick-drying and temperature-regulating **3xDry® Cooler** and the dirt-repellent and also breathable, quick-drying and temperature-regulating **Coolmax® Superlight**. Additionally equipped with reflective back labels, airy mesh pocket linings, anti-slip tape in the inner waistband and Tra-In® slide buttons, the pants come as modern drawstring pants 'Bart' with waterproof zippers on the front and back pockets and as slim-fit cargo 'Clay' with inside leg pockets, They're also available as the drawstring chino 'Jump' in a long and a short version, and as the brand-new slim-fit model 'Zipp', which features French front pockets as well as five seam-fine zipper pockets and mesh inserts.

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







1751 ROB, Light Tencel™



1715 JUMP-K, Seersucker



1909 MIKE-C, Ceramica® Gabardine



1733 KEN, Linen Herringbone



1935 CLAY, Water Repellent Revolutionary®



1935 ZIPP, Water Repellent Revolutionary®



1707 STEVE, Tencel™ Twill

## Details make the difference

Can you have the perfect pants without the right details? We don't think so, which is why, once again, we've worked on the right features for the 2023 summer season. We've added a variety of new back labels, including a velour premium version with a metal badge, a vegetable-dyed full-grain leather label and a summery leather label with an elaborate digital print, as well as pocket linings, some of them brightly woven and others printed in different colours and designs. Unicoloured edging tapes, contrast stitching on buttonholes, loops and bar tacks, inner seams in two-tone style as well as various button solutions, like genuine stone walnut buttons and modern Tra-In® slide buttons, deliver a sophisticated, unique finish.



## Jeans & pants – the original

Smart, stylish and just reliable - with its innovative bike pants ALBERTO has set new standards in cycling clothing in recent years. Now, with the styles for the 2023 summer season, they're stepping it up a notch. The highly elastic, water-repellent, breathable and quick-drying **WR Revolutionary®** has been expanded to include the new **'Bike-Zipp' chino**, which features two seamless zippers on the front pockets as well as two side zipper vents at knee level lined with mesh. Also available for the first time for female cyclists: a pair of jeans made from **ecorepel® denim**, the regular-fit, high-waist 5-pocket **'Bike Jana'**. The **Bamboo Denims** are brand new and already they're a real highlight. The jeans are made from a sustainable mix of organic cotton and bamboo fibres. Besides their extreme durability, they're also temperature-balancing, antibacterial, quick-drying and protect against UV radiation. For the launch, the newcomer will be available for men as 'Bike' and 'Speed' and for women as 'Bike Jana'. Still fresh: **Born & Finished pants**, developed in collaboration with Mönchengladbach-based textile start-up 140 Fahrenheit. Only lasers, GOTS-certified enzymes and ozone are used in finishing the pants, which are made from 98 percent organic denim and two percent recycled spandex, reducing water consumption by 75 percent compared to conventional processes. The energy needed is sourced exclusively from regional wind farms. All cycling models feature an integrated anti-slip band, stretchy waistband, high cut design in the seat area and cleverly positioned reflectors on loops, back pockets and hem.



2565 SPEED, Bi-Stretch Dual FX

Read more:  
Born & Finished in MG



Read more:  
ALBERTO – and the 3D-Bike



2565 SPEED, Bi-Stretch Dual FX





# #COOLGERMANY Van Volxem winery

The Van Volxem winery, located on the Saar River, combines tradition, sustainability and an unconditional commitment to modernity. In its long and eventful history, with origins dating back to the Romans, generations of winemakers have dedicated themselves to producing first-class natural wine here. The new wine manufactory, operated completely without gas or oil combustion, opened in 2019 on the Wiltinger Schlossberg, doesn't just offer a brilliant view over the growing area. It's also an architectural masterpiece - an unbeatable backdrop for the shoot of the ALBERTO Summer 2023 collection.



1582 ROB, Coloured Denim



1714 JUMP, Ceramica® Summer Stripe





ALBERTO defines itself as a culturally influenced pants label on the move, developed for people on the move. People who value quality, comfort and freedom, people who seek relevance while finding style. 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 remained true to its founding ethos to this day. Contemporary craftsmanship values and design bear witness to this, as does the com-

pany’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 collections - for urban cyclists, for example: A brand that has made it its mission to anticipate its customers’ needs and combine them into an inspiring lifestyle concept that stands its ground regardless of trends.

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