PRESS RELEASE

ALBERTO   
  
Mönchengladbach, 09/26/2022

ALBERTO x SAMYJU

**Pants 'n Coffee**

**You thought pants and coffee had nothing to do with each other? That may be true as a rule, but ALBERTO has a completely different take on the matter. Because the Mönchengladbach-based pants specialists aren't just launching a model called 'Barista' on the occasion of the company's 100th anniversary in the current fall season. In collaboration with the Meerbusch-based premium roaster SAMYJU, they've also treated themselves to their own espresso edition.**

"We're declared Baristafarians, meaning: we love real coffee culture and the day can't start without a cup of coffee, prepared from organically grown, carefully roasted, freshly ground beans. On the other hand, we're fascinated by the many possibilities that coffee, a renewable raw material, has to offer beyond a good caffeine shot," says Marco Lanowy, ALBERTO's passionate managing director, about the two coffee projects that are in the starting blocks for autumn. No question he had a hand in roasting the espresso on site, as well as in the creation of the barista pants. It's high time to take a detailed look at the results.

**100 Years of Pants – the Limited Edition Espresso**

Besides a passion for the good and beautiful things in life, what else does a pants label need to launch its own coffee creation? Exactly, the right ingredients and a partner who knows all the barista tricks. ALBERTO has found this in the premium roastery SAMYJU in Meerbusch. Founded in 2018 by Justina Rokita and Sayed 'Sammy' Issa, the manufactory, which operates according to strict sustainability principles, has earned a reputation among lovers of high-quality coffee. For the 'Limited Edition Espresso', they decided on an exclusive and particularly strong rarity made from Arabica and washed Robusta beans, which isn't just characterized by noble grape and tobacco aromas, but also features an elegant body and first-class crema. A blend with clear classic potential.

**100 Years of Pants – the ALBERTO 'Barista' Pants**

The ALBERTO 'Barista' Pants are coffee in a different form. The pants are an innovative one-of-a-kind masterpiece through and through that promise to satisfy more than just coffee masters. The shape: a timelessly fashionable chino. The details: special rivets, turn-ups at the leg ends, a water-repellent surface, a coffee-brown lining and a drawstring with ties. The secret: fibres into which coffee charcoal particles extracted from coffee bean residues have been incorporated in an elaborate process. The result: pants that don't just retain the wearer's body heat and function as ideal thermal insulation, but also have antibacterial properties and also provide improved temperature balance. Launching in the 2022 winter season, the pants are available as a regular edition in black, blue and taupe, as well as golf pants.

**www.samyju.com**

[**www.alberto-pants.com**](http://www.alberto-pants.com)

**ALBERTO Concept Store, Hindenburgstraße 6, 41061 Mönchengladbach, Tel. 02161/8192-811**

**The text and image material is available for download at:**

**press.alberto-pants.com**

*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 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 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.*

**For more information:**

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