PRESS RELEASE

ALBERTO Golf   
  
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ALBERTO Golf Summer 2023

**Through the Green**

**Once again, ALBERTO Golf is hitting the green. This time, it's for the 2023 summer season and it's bringing along a subtle fusion of functional high-tech materials, perfect cuts, smart details and stylish colour and pattern play. So, what styles can fashion-savvy golf enthusiasts expect to see? Here's our overview of the collection highlights.**

**Men**

**Tech Linen**

The Tech Linen pants are a completely new addition to the ALBERTO Golf range. The sophisticated fabric blend, comprising linen with a cotton and elastane content, gives the trousers a particularly high degree of elasticity as well as a high-tech feel. For the premiere, the comfortable lightweights come as 'Rookie', as slim fit 'Jump' chinos with drawstring and as 'Earnie' Bermuda shorts in a multi-faceted colour range.

**Light Tencel**

Another new addition are the Light Tencel trousers. Made from an extremely durable Tencel/cotton mix, these all-round pants boast a sophisticated houndstooth pattern with summery seersucker effects and are available as the 'Rookie' and the 'Ian-K' Bermuda in a total of four colourways.

**Revolutional®**

The Revolutional® pants are an integral part of the ALBERTO Golf range. And quite rightly so. After all, the smart bi-stretch jersey styles aren't just extremely quick-drying, breathable and water-repellent, they also provide comprehensive protection against UV radiation. For summer 2023, the colourful Revolutional® Check and the Revolutional® Print with a discreet minimal pattern are two authentic styles that are available as 'Rookie', 'Ian' and 'Earnie'. The Revolutional® Camouflage in the models 'Ian', 'Ian-K' and 'Clay' is more subdued. Another eye-catching item is the Revolutional® Jungle 'Earnie' Bermuda with a cool jungle pattern. For the plain-coloured Revolutional®, the Mönchengladbach-based company relies on the classic models 'Rookie', 'Ian', 'Jump', 'Earnie' and 'Earnie-B5' with ribbed bands on the front and back pockets as well as on new arrivals like the slim-fit 5-pocket 'Collin' and the 'Robin-K', a 5-pocket Bermuda.

**Ceramica**

They're breathable, temperature-regulating, highly elastic, crease-resistant and feature a particularly soft feel - pants made from ultra-light Ceramica gabardine are the perfect companion for a great round on the green. For the 2023 summer season, ALBERTO Golf is focusing on the two best-selling models 'Rookie' and 'Earnie' in a particularly wide range of colours.

**Water Repellent®**

Breathable, water-repellent and dirt-repellent, yet highly elastic - Water Repellent® pants rank among the absolute classics in the ALBERTO Golf range. In the summer of 2023, the Water Repellent® Summer Stripe will be launched, adding a casual maritime touch to the clean look on the green with a woven stripe pattern in either navy light blue or blue and white. The pants are available as 'Rookie' and as 'Ian-K' and 'Earnie' Bermudas.

**Coolmax® Superlight**

Just under a year ago, ALBERTO Golf revolutionised the world of golf pants with the launch of the Coolmax® Superlight, making a bold move that still resonates today. No wonder, because the trousers, made of ultra-soft, breathable, fast-drying and temperature-regulating Made in Japan high-tech fabric, are absolute record lightweights at just 160 grams per running metre. Next summer, the Mönchengladbach-based company will present the exceptional talent as the bestseller 'Rookie', the Bermuda-style 'Earnie' and the casual slim-fit 'Jump' chino with a drawstring in the classic colours and, for the first time, in pink and curry.

**3xDRY Cooler®**

Perfect comfort and maximum performance reliability meet the ultimate in style accuracy! When it comes to the green, the 3xDRY Cooler® is the first choice of pants. That's not least due to the water- and dirt-repellent bi-elastic tech fabrics, which guarantee a drying time three times faster than conventional golf pants and which are also temperature-balancing and breathable. For the summer of 2023, ALBERTO Golf will be presenting the all-rounder in 'Rookie', 'Ian', 'Pro', 'Master' and 'Robin', as a slim-fit cargo 'Clay' with a drawstring and as the Bermuda 'Earnie' in extra-wide, with decidedly fresh colours.

**Performance**

With the Performance Mesh range, ALBERTO Golf has taken its performance product group launched last season a step further. The mesh perforation makes the 'Jump' and 'Earnie' fully breathable yet completely water-repellent, and they come with an intricately designed jungle all-over print in a green and a blue version.

**Jersey**

For summer 2023, ALBERTO Golf has given the classic jersey golf shorts an extensive makeover with all-over prints. The Fancy Jersey has a particularly soft feel and an abstract pattern, while the Jungle Jersey boasts a colourful floral print. Both pieces are available as 'Earnie' Bermuda shorts.

**Tech**

Extensively tested and deemed perfect: The breathable and highly elastic trousers of the ALBERTO Golf Tech range don't just guarantee unbeatable wearing comfort, but are also absolute eye-catchers on the green. While the Tech Print is available as 'Robin' and 'Rookie' with a subtle, uninviting minimal pattern in a navy and a black version, the Tech Côtelé comes in the classic ribbed look as 'Rookie', 'Ian' and 'Ian-K' in muted solid colours.

**Cotton**

The lightweight cotton pants bring a definite fashion flair to the course. For next summer, ALBERTO Golf will be showcasing the elastic Cool Flowers with a playful floral all-over print in beige/olive, which is available as 'Earnie', as well as the Hawaii. The 'Ian' and 'Ian-K' styles, which are highly elastic and have a water-repellent surface, set their very own accents with a summery, colourful tropical print.

**True Colours**

The harmonious play of colours and patterns is what gives the ALBERTO Golf styles their definitive fashionable touch for the 2023 summer season. Muted beige, olive, putty, mustard, curry, black and navy meet bright turquoise, orange, pink and various shades of green and yellow. Classic houndstooth patterns, playful floral prints, reduced minimal designs, colourful checks and maritime stripes provide sometimes subtle, sometimes exceptionally extroverted contrasts.

**Women**

**Revolutional®**

Absolutely breathable, quick-drying and also featuring extensive UV protection - the Revolutional® bi-stretch jersey pants don't just offer optimum freedom of movement, but also deliver immense technical performance when playing 18 holes. For the summer of 2023, ALBERTO Golf is focusing on three styles with the 'Mona', the 'Mona-C' in cropped length and the regular-fit 'Jana' with a medium waist and straight leg, which have been enhanced with playful all-over patterns. Revolutional® Print comes with a filigree minimal design in navy, purple and orange on white, while Revolutional® Jungle brings the jungle to the green in a choice of blue or black and grey. Discreetly muted: Revolutional® Camouflage with a dark blue camouflage print.

**Water Repellent®**

With their highly functional, dirt-repellent, water-repellent and breathable surface, the trousers in the ALBERTO Golf Water Repellent range are tried and tested reliable companions on the green. The 'Mona' and 'Arya-K' Bermuda pants are made from Italian fabrics and come in a classic blue and white or Mediterranean navy and light blue stripe pattern.

**3xDRY Cooler®**

Bi-elastic, temperature regulating, comprehensively breathable and drying three times faster than conventional trousers - the 3xDRY Cooler® is an exceptional talent that scores points both stylistically and technically. For the summer of 2023, ALBERTO Golf is presenting the golf community's favourite pants both in tried-and-tested classic models and as a completely new Bermuda 'Alva-K' and regular-fit 'Jana' with a medium waist and straight leg. A real highlight are three 3xDRY Cooler® models developed in collaboration with the exceptional German golfer Sandra Gal. The 'Sandra', available in either navy or white, is a slip-on pant without belt loops with a raised waist and enlarged back pockets adapted to the yardage book. A navy-white-olive striped elastic band at the hems and back waistband adds fashionable sophistication. Also worn without a belt are the 'Sandy' 7/8 slip trousers. Wide white trims at the waistband and hems provide elegant contrasts to the navy and red. The same goes for the 'Sunny' skirt. The ALBERTO Golf x Sandra Gal collabo range comes with its own hangtag and signature purple back label.

**Jersey**

Summer on the green just wouldn't be the same without the ALBERTO Golf Summer Jersey. The extremely high-performance pants made of breathable Italian fabric, which don't just offer maximum freedom of movement and protection from UV radiation, but also dry quickly, come in an extra-wide range of colours and styles for the 2023 summer season. Brand new and exclusively available in elegant black: the 'Luna-B' slip-on trousers with elaborate 3D embossing on the wide tone-on-tone side stripes and 'Sarah', a sporty drawstring trouser with a white silicone print on the back waistband. The 3D Jersey takes fashion one step further. With its abstract art all-over print, the one-of-a-kind style is available as 'Tina-Z-CR', as 'Ayra-K' Bermuda shorts and as 'Lissy' skirt with integrated briefs.

**Cotton**

The highly elastic cotton models with a water-repellent surface and floral digital print have a decidedly casual look. While Summer Flowers focuses on a playful watercolour look and Hawaii shines with a colourful South Seas all-over print, Black & White comes with a simple and elegant floral pattern in black and white. All the styles are available as 'Mona', 'Lucy-CR' and 'Alva-K' in regular length, cropped pants and Bermuda shorts.

**Colour combinations**

Maritime stripes, filigree minimal designs and exciting art prints meet camouflage patterns and floral prints in a variety of designs, beige, honey yellow, turquoise, white and red meet different shades of orange, purple and blue - the ALBERTO Golf Summer 2023 is more diverse than ever.

*In 2004, a plane took off for the USA - and with it the success story of ALBERTO's golf collection. On board: the two managing directors Georg Walendy and Marco Lanowy. In their luggage: a host of creative ideas for a modern, functional golf collection. In the States, Walendy and Lanowy were awaited by golf pro Alex Cejka, who attracted attention at the time by wearing ALBERTO trousers on the green instead of golf trousers. He was so enthused by the models from the men's collection that a promising cooperation with the men's fashion label came about and ALBERTO took on the challenge of revitalising the sportswear market. The outcome of several years of fashion expertise, as well as the development and use of innovative materials, was a very special golfwear range boasting unusual designs, perfect cuts and completely new functions. Since then, the label has become well established - golfers know the functional and expressively fashionable golf pants and shirts from Mönchengladbach.*

Photos : Patrick Lanowy

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