PRESS RELEASE

ALBERTO   
  
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Top-level Teamwork

**ALBERTO Golf inspired by Sandra Gal**

**For almost 20 years, ALBERTO Golf has been synonymous with one thing** – **creative golf wear that pairs the latest high-tech materials and innovative functions with perfect tailoring and top-level of fashion expertise. It started out as a niche label and an insider secret. Now it's ambitious golfers' absolute favourite brand. It even sets the professional scene abuzz on a regular basis. So, it's not surprising that collaborations have even sprung up. The most recent example: ALBERTO Golf inspired by Sandra Gal, a capsule collection consisting of three models. The label incorporated the German-American proette's ideas and specifications into this collection.**

ALBERTO Golf's design team consists exclusively of passionate golfers. So they're acutely aware of just what matters when it comes to golf wear. "Even so, or maybe because of this, we're thrilled to hear words of praise from the professional scene," says Marco Lanowy, ALBERTO's managing director. The brand recently earned quite a few of these from Sandra Gal. "In the summer of 2021, I bought pants from ALBERTO Golf for the first time. Before long, they were my favourite pants. I took them everywhere with me. Even to the Swiss Open, where I played my lowest score to date – a 63 – in them!" recalls the golf proette. Deeply impressed, she approached the Mönchengladbach-based golfwear label about doing business together. "We were absolutely open to this. It was clear that we were a natural fit and that we shared the same values in terms of quality and sustainability," says Marco Lanowy. The result: the second cooperation at top class level since the one with Alex Cejka.

The ensuing intensive discussions culminated in a small but sophisticated capsule collection that ALBERTO Golf developed based on the proette's specifications and preferences. It reflects her expectations for quality and performance, and also for the design. "Because I know that when you play golf, confidence is often key. Feeling confident in being dressed comfortably but stylishly and appropriately for the weather helps you feel good on the course. And that can have a positive effect on the game," as Sandra Gal knows from her own experience. "For me, it's also about aesthetics. I don't just want a piece of clothing to fit me perfectly, I want it to look good on me."

The result is three models – each available in navy and red. The two pants are narrow dressy pants with a high waist. While model SANDRA-SA features a visible elastic band at the back waistband and hem, SANDY-B-CR boasts white contrasts at the waistband and hem. SUNNY-B, on the other hand, is a straight skirt with a normal waist and integrated inner pants that are invisible from the outside and also feature contrasts on the waistband and hem. Common to all three collection pieces are the slanted welt pockets at the front, the welt pockets at the back and the fact that they're based on ALBERTO Golf's iconic 3xDRY® technology.

And it has it all. The innovative fabric made of hollow fibres transports moisture directly to the surface, where it evaporates quickly. Three times faster than conventional fabrics to be exact. This enhances the skin's natural cooling function and gives the body more energy during the game. On the other hand, the special 3xDRY® finish reliably repels dirt and water. Since moisture can't get trapped either on the inside or the outside, the intelligent fabric doesn't just prevent heat build-up, it also makes unpleasant shivering between or after the active phases a thing of the past.

Gal couldn't say which of the three models was her "it" item. "Oh, that's hard - I just love them all!" So it's a good thing that Gofwear won't just be on the professional golfer from March 2023, but also in stores for the first time under the name "inspired by Sandra Gal".

Photos: Patrick Lanowy & Sandra Gal Private

*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 garnered attention at the time by wearing ALBERTO trousers on the green instead of golf trousers. Thrilled by the models from the men's collection, a promising cooperation with the men's fashion label came about and ALBERTO took on the challenge of revitalising the sportswear market. It wasn't just the many years of fashion expertise, but especially the development and use of innovative materials that led to the creation of truly special golf wear, which stood out with its 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.*

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

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