



Aesthetic Balance
THE ALBERTO PANTS CULTURE

ALBERTO *Summer*
2024

JEANS
CASUAL
DRESSY
PERFORMANCE



WIDE FIT



NATURAL DENIM



PERFORMANCE



PREMIUM



BERMUDA



LINEN



FANCY



LASER

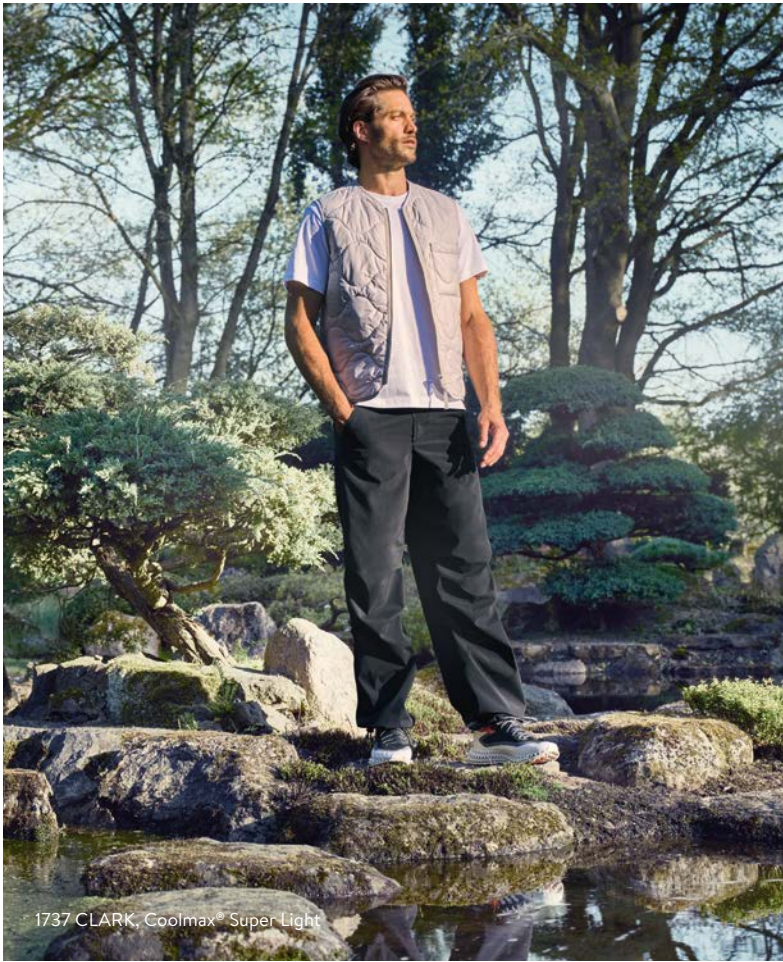
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Always a bit more innovative, a touch smarter and more committed to the details – in the 2024 summer season, ALBERTO will once again launch a collection that is completely dedicated to its pants culture. To achieve this, we have not only expanded our perfect fit program by a wide fit segment and are presenting our chinos, jeans, shorts and modern business pants in linen, Tencel™ and a variety of high performance cotton blends. We have also splurged on new treatment techniques, fresh label and button colors and a matching collection of belts. In this publication, we will share with you what you can look forward to in the upcoming season.



WIDE FIT

Not only are they cool and extremely casual, they also promise unbeatable and relaxed wearing comfort. For the summer season 2024 we have added the topic Wide Fit to our perfect fit program. The launch will consist of an amazing five styles. “Jive” is a modern high waist five pocket that boasts a comfortable fit and a narrow leg width. “Glenn,” on the other hand is a high waist trouser in a cropped length with smartly positioned side seams in white that also has pleats. The high waist five pocket jeans “Baggy” take the width one step further. The “Clark” is a true highlight. Thanks to Thanks to bound bands and buttons in the knee area as well as an elastic draw string and adjuster at the hem, both the leg length and the leg width can be customized for the desired fit. Patch flap pockets with eyelets and a mesh pocket lining turn these pants into a sporty all-rounder. The wide fit collection is completed by the “Jack-K,” a wide cut Bermuda featuring pleats and an elastic waist band.





1956 JIVE-C, Natural Denim | Belt: 8902 Selvedge Belt

NATURAL DENIM

We are ready to make a commitment and are curating our Natural Denims as an addition to the must-haves for the 2024 summer season. Why? The answer is simple: in both, the rigid and the stretch version, the undyed and only briefly laundered jeans will win customers over with their unrivaled naturalness and authentic strength of character. Especially in the stylish “Jive-C,” a cropped pair of jeans in a cotton/stretch version, these denims do it all perfectly. As an add-on, we recommend our undyed belts made of sturdy yet comfortably soft Italian cowhide.



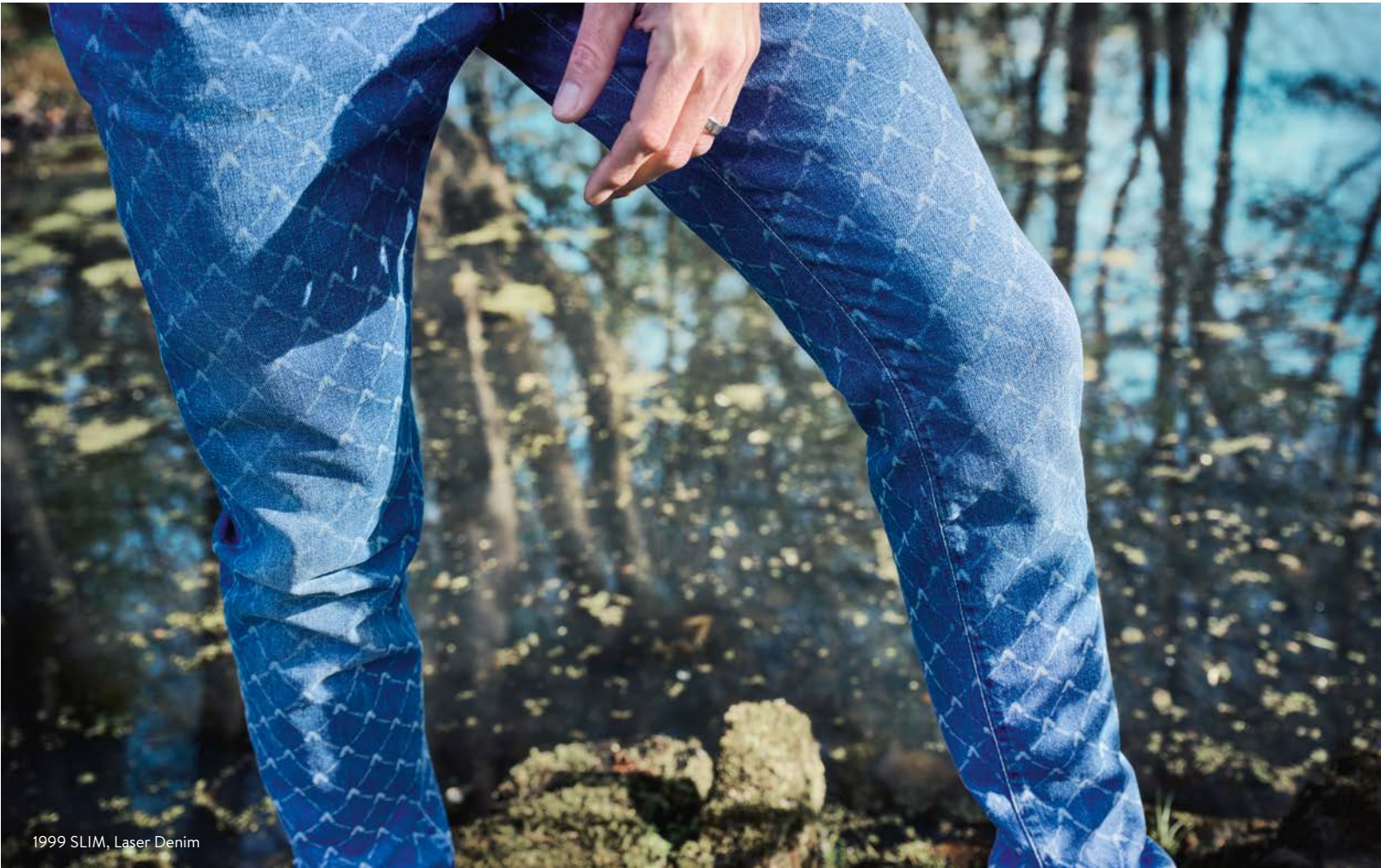
1956 JIVE-C, Natural Denim | Belt: 8902 Selvedge Belt

LASER WASHES MADE IN MÖNCHENGLADBACH

Minimal water use, the absence of environmentally unsafe chemicals, paired with extremely high energy efficiency – the use of modern laser technologies in laundering process is not only beneficial for humans and nature, but also ensures a significantly extended useful life of the fabrics. In conjunction with the summer season 2024 launch, we will show that this gentle process also paves the way for completely new design options – in a stretch denim in two impressive and different washes. Mönchengladbach-based laundry service 140Fahrenheit is responsible for the perfect implementation of the laser graphics on the jeans developed by our 3D team thanks to its exceptionally sustainable production standards. Previously, we successfully developed the Born & Finished Bike Pants with this enterprise. File under: Advancement through technology.



1999 SLIM, Laser Denim



1999 SLIM, Laser Denim



1999 SLIM, Laser Denim

PREMIUM

Last winter, we have vastly expanded our premium segment, which previously consisted only of exclusive denims. We have added casual and dressy pants made of the most superior fabrics with extensive complex features. This turned out to be a huge success! For us, this was certainly reason enough to come up with a collection comprising six items for the summer season 2024.

Summer is the perfect time for chinos – the demand for the lightweight cotton pants and their wonderfully casual waring comfort is just as high this year. With an astounding two new, in-house dyed made in Italy pre-mium pants we are once again making a true statement. In addition to an emphatically classic cotton/spandex style that scores points with a subtly shiny surface, we are now presenting a pair of pants made of extra-light super stretch PPT with 60 percent elasticity, an elevated 3D woven structure and a soft feel. Both pants are available as a slim fit “Rob” and a tapered fit “Steve” and come in pastel as well as iced orange, pink, gray and blue tones as well as in natural and silver.

Our premium denims also come in a wide array of colors. A series of colored super-stretch jeans, presented as “Robin,” “Superslim” and “Slim,” covers a variety of hues. The color range runs from navy, dust and green fig to rose, chalk and glacial blue. Made of lightweight 8 oz. denim, the Light Tencel™ boasts a particularly light feel and authentic washes, yet it also ensures pleasantly cool wearing comfort in summer temperatures. Once again, a real highlight: our Red Selvedge Jeans made of fine high-end Japanese denims. For next summer we will launch an11 oz. green cast style with a bit of stretch, which comes in three washes from light to raw as a slim fit “Slim,” a tapered fit “Slipe” and a wide fit “Jive.”

The premium collection also includes a belt series made in Italy made of soft velour leather available in ten colors based on the hues of our new pants label.



0001 ROB, Business Cotton | Belt: 8901 Premium Belt



1910 ROB, Premium Cotton



1961 SLIM, Premium Overdyed Denim | Belt: 8901 Premium Belt



1961 SLIM, Premium Overdyed Denim | Belt: 8901 Premium Belt

LINEN UND TENCEL™

The pants hype featuring the fabrics linen and Tencel™ will continue unabashedly in the 2024 summer season. This is only natural since the robust natural fibers do not only provide a lightweight and casual way to dress, but also have comfortably cooling properties that are very convincing.

To be able to cover the topic “linen” in all of its rich facets, we now have a total of ten fabrics to our collection. The bandwidth stretches from pants made of pure linen to elastic linen plants to pants made of dyed PPT blends, which appear as slacks, Bermudas and draw string pieces – available either with an emphasis on a clean look or in understated vintage looks. Styles with luxuriously presented linen structures or stripe patterns introduce special accents.

Ultimately also thanks to their wonderfully soft touch & feel, our pants made of Tencel™ have quickly conquered a loyal community of fans. Next summer, we will place even more emphasis on the topic of Tencel™/cotton blends. Besides our smart chinos and super lightweight Tencil™ denims in a traditional white look, our brand-new Cool Tencel™ is a true eye catcher. Refined three dimensional fancy fabric surfaces and a complex “old style” dye finish deliver a casual design while the extra high Tencel™ component ensures that it is super soft and cooling to the touch. This newcomer is available as a cropped chino “Mike-C,” as “Storm” cargo pants and in shorts style “Breeze-K” in off white, beige, military, gray, blue and navy.



1904 STORM, Cool Tencel™



1930 JACK, Luxury Linen



1930 JACK, Luxury Linen



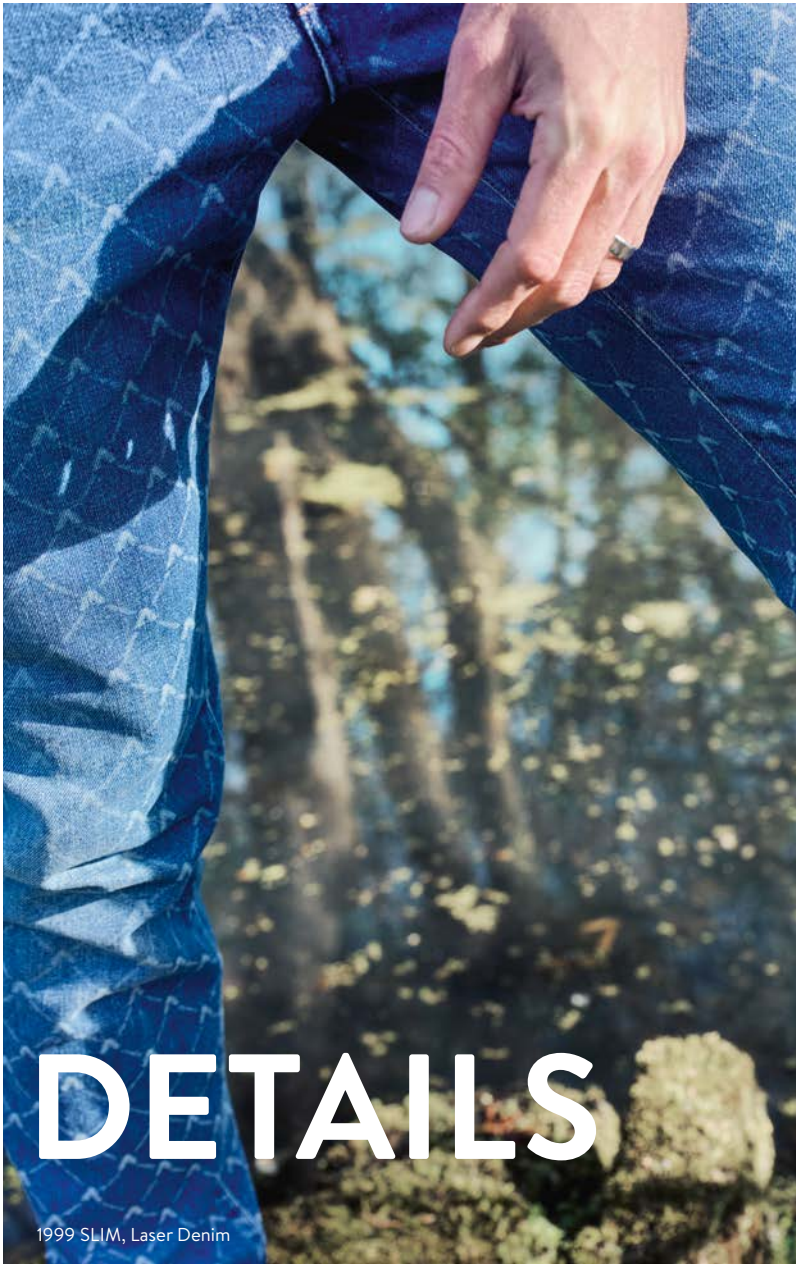
1924 JUMP, Tropical Linen



PERFORMANCE

Not only are they astonishingly attractive – a large number of intelligent functions and refined technical features also help customers to master their everyday lifestyles more smartly and stylishly. Since their launch a year and a half ago, the pants in our performance series have evolved into true highlights in the ALBERTO portfolio. For the 2024 summer season, we will present our slim fit classic “Rob” in sand, pistachio, pineapple and smoke in four stylish hues. A completely new addition is the “Mover” model – normal waist slacks made of highly elastic, water repellent and breathable fabric that also dries very quickly – the Revolutionary® in slim cut legs, with draw strings and contrasting bands. Also entirely new in the collection is the “Clark.” Made of ultra-lightweight, water repelling, quickly drying, temperature controlling and breathable Coolmax® Superlight High Tech fabric made in Japan and featuring patch pockets with mesh lining, the sporty wide fit offers the option to individually customize the leg length and width thanks to bound bands in the knee area as well as elastic draw strings and adjusters at the seams. This new addition is available in pink, khaki, royal, navy and black.





1999 SLIM, Laser Denim



1910 ROB, Premium Cotton



1973 SLIPE, Super Stretch Dual FX Denim



1973 SLIPE, Super Stretch Dual FX Denim



1737 CLARK, Coolmax® Super Light



1961 SLIM, Premium Overdyed Denim | Belt: 8901 Premium Belt



1961 SLIM, Premium Overdyed Denim



1956 JIVE-C, Natural Denim | Belt: 8902 Selvedge Belt



1944 ROB, Fancy Jersey



1904 STORM, Cool Tencel™



1998 SLIM, Fancy Jeans



#COOLGERMANY: CHATEAU EICKHOF

Formerly a farm, later the seat of a family of industrialists – Eickhof Chateau, which was built in the 19th century is located in an idyllic setting in the country side of Lower Saxony between Hanover and Bremen. It looks back on a tumultuous past. Now it is being used as a Zen monastery with an agricultural garden featuring Japanese gardening tradition, which has brought a wonderful sense of calm into the ancient walls. An atmosphere of silence and peace that instantly enchanted us paired with an unbeatable backdrop provided the setting for the ALBERTO 2024 Summer Season shoot.

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ALBERTO understands its role as a culturally iconic pants label on the move, developed for people on the move. People for whom quality, comfort and freedom play an important part in their lives, people who seek relevance while finding style. Founded around 100 years ago with the goal of becoming a dynamic, innovative presence in the international fashion world while continuing to set 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 as well as the use of intelligent, voice-controlled interaction systems. What once started out being a small pants manufacturer has long since been incorporated into collections - for urban cyclists, for example: A brand that has made it its mission to anticipate the needs of its customers and combine them into an inspiring lifestyle concept that possesses a legitimacy beyond all trends.

