PRESS RELEASE

ALBERTO   
  
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ALBERTO Live

**Experience ALBERTO in person**

The trade fair landscape has already been undergoing a fundamental change for several years, and this also presented ALBERTO with the question of where to present its new collections. "The first year after our 100th anniversary is the perfect time for us to present ALBERTO's highlights at trend-setting trade fairs – both nationally and internationally. We're looking forward to some exciting interactions at the Pitti in Italy, Preview by Cast in the Netherlands, Premium in Germany and CIFF in Denmark to start with. Because it's clear that despite all the digitalisation, 80% of business is still done through physical contact. As usual, we'll be showcasing the ALBERTO highlights and revealing our DNA for a top presentation at the PoS. I'm sure this will whet your appetite for more," says ALBERTO Managing Director Marco Lanowy.

One thing's for sure: the pants specialists are more convinced than ever of the need for in-person trade shows, not least because of their experiences during the pandemic when no trade fairs were held. In an industry like fashion, that's decisively shaped by emotions and direct experience, virtual meetings are certainly helpful add-ons, but Marco Lanowy firmly believes that they can't replace trade fairs. Where else do fashion professionals have the opportunity to meet in person, make new contacts and intensively discuss the latest trends and developments?

**As such, ALBERTO very much looks forward to a new season with plenty of personal encounters and cordially invites you to visit its stand at the fair.:**

**13–16 June: Pitti, Florence/Italy**

**10 July: Preview by Cast, Nieuwegein/Netherlands**

**11–12 July: Premium, Berlin/Germany**

**9–11 August: CIFF, Copenhagen/Denmark**

The text and image material is available for download at:

Pressearchiv.alberto-pants.com

*ALBERTO regards 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 goal 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 been incorporated into collections – for urban cyclists, for example. This brand has set itself the goal of anticipating the needs of its customers and combining them into an inspiring lifestyle concept that's also relevant beyond all trends.*

**For more information:**

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