PRESS RELEASE

ALBERTO Golf   
  
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**ALBERTO Golf Winter 2024**

**Green Ready!**

**Sessions on the green in the cold season? No problem thanks to the pants in the ALBERTO golf collection. The styles for the 2024 winter season feature a sophisticated fusion of high-quality technical fabrics, modern cuts and subtle detailing, as well as great colour and pattern combinations. For travelling golfers, ALBERTO Golf has also added a series of lightweight pants and shorts to its winter range for the first time. Curious? Here's an overview of the highlights.**

**Men**

**Ceramica®**

Pants made from **Ceramica® Gabardine** have been an integral part of the ALBERTO Golf summer range for years and have also established themselves in the winter season since last year. And good reason, too. The ultra-light material has a particularly soft feel, but it's also breathable, temperature-regulating, super stretchy and crease-resistant. In winter 2024, the smart pants will be available as 'Rookie' and 'Ian' in a total of four colourways.

**3xDRY® Cooler**

Not only are they temperature-regulating and breathable, they also dry three times faster than conventional pants – the bi-elastic **3xDRY® Coolers** have long proven themselves to be reliable partners on the green and are rightly regarded as a classic in golf clothing. For the next winter season, ALBERTO Golf is presenting the smart all-rounders as 'Ian', 'Pro', 'Rookie', 'Robin-G' and the Bermuda-style 'Earnie' for winter visits to the green in warm, southern climes.

**Light Cotton**

Brand new in the ALBERTO Golf range: the **Light Cotton**. These pants are super light, super soft and wonderfully cooling. They also dry quickly and are super stretchy. The classic 'Rookie' and the sporty slim fit style 'Jump' with a drawstring are making their debut here in distinctly autumnal colourways.

**Stretch Energy**

With their water-repellent surface, high degree of elasticity and brushed, warm inside, which ensures perfect muscle circulation and improved energy flow, the **Stretch Energy** are the perfect pants for long sessions on the green. In winter 2024, the smart all-weather bestseller will be available as 'Rookie' and 'Ian' in a wide range of colours. The new colour here is a bright orange.

**Revolutional®**

With their breathable and quick-drying surface and comprehensive UV protection, **Revolutional®** pants have completely redefined the high-quality tech golfwear segment in recent years. For the 2024 winter season, ALBERTO Golf is presenting the high-performance bi-stretch jersey pants as 'Rookie' and as slim-fit 'Clay' cargo pants with a confident contrasting colour on the reverse. Also included: the breathable, water-repellent and quick-drying **Revolutional® WR**. They provide comprehensive UV protection and are available as 'Rookie' and 'Rookie-8', a new model variant with colour-contrasting details on the back pockets, coin pocket and right front belt loop. Multifaceted colourways round things off.

**Rain & Wind Fighter**

The **Rain & Wind Fighter** are the perfect pants for all golfers who don't want to let storms, rain or snow spoil their round on the green. Thanks to taped seams that are 100 per cent wind and waterproof and also equipped with a taped, breathable thermal inner lining and practical terrycloth pocket lining for dry hands, this exceptional piece from ALBERTO Golf guarantees perfect comfort even in the most adverse weather conditions, and all this in a bright royal blue and bold red. The brand new 'Nick-D-T-2', a modified version of the classic 'Nick-T', which is available again this winter, also brings a breath of fresh air to the segment, with black, water-repellent zips on the front and back pockets as well as contrasting-coloured tabs, buttonholes and cords for a decidedly sporty look. We also have news about the Rain & Wind Fighter Jersey, last winter's shooting star. The double-layered, breathable, water and wind-repellent thermal pants come this season as 'Rookie' in the brand-new colours light grey and camel.

**Coffee**

First introduced in the winter season before last, the **Coffee** has long since become a coveted must-have in the golf community. And for good reason, as the pants, which are made from highly elastic, water-repellent fabrics with a brushed interior and finished with coffee charcoal particles from coffee bean residues, don't just retain body heat and thus offer ideal thermal insulation – they also have antibacterial properties and regulate temperature. In addition to the 'Barista' pleated drawstring trousers and the 'Rookie', 2024 also recommends the new 'Rookie-7' as a textile caffeine shot in the cold season, with elastic waistbands and terrycloth pocket lining for dry hands and a firm grip at all times.

**Cosy Golf**

The jersey pants in our **Cosy Golf** series are a highlight once again. No wonder, since they combine an elegant all-round look with clever tech features such as lasting high elasticity and a super-soft feel. For the next winter season, ALBERTO Golf is presenting the Jersey Check in two classic wool check designs as 'Rookie', 'Ian' and 'Fred' as well as 'Rookie' and 'Rookie-7' with elastic waistbands at the sides, straight-cut front pockets and a zip pocket.

**Water Repellent**

Breathable, water and dirt repellent and highly elastic – **Water Repellent** pants are an absolute classic in the ALBERTO Golf range. The bi-elastic **Water Repellent Print**, which is equipped with a soft thermal lining, features subtle contrasts as 'Rookie' and 'Ian' with a fine minimalist pattern in two and three colours respectively. The same applies to the lightweight **Jersey Print** transition trousers, while the new, extra-soft **Water Repellent Fancy Print** features an abstract all-over pattern on the 'Rookie' and 'Ian'. Also new: the **Cosy Jersey Print**, a super-soft style made from stretch jersey with a brushed, warm inside for unbeatable comfort and a minimalist design on a blue and burgundy background. The newcomer is available as 'Rookie'.

**True Colours**

Various minimal designs, check variations and abstract all-over prints – the coming winter is decidedly understated. This applies not just to the patterns, but also to the colourways, which range from autumnal brown, beige, military, bordeaux, black and camel to various shades of grey and blue, white, bold red and bright orange.

**Women**

**Light Cotton**

Clean, cool and very stylish – the newcomer **Light Cotton** is sure to be a hit with the ladies. No wonder because not only are the pants super light, super soft and wonderfully cooling, but they also dry quickly, and their high elasticity ensures maximum freedom of movement and optimum comfort on the green. For the launch, ALBERTO Golf is presenting the casual style as 'Jana-CR' and as drawstring trousers 'Clara'.

**Ceramica®**

These breathable, temperature-regulating, crease-resistant and super stretchy pants also boast a perfect fit, sophisticated functions and elaborate details – pants made from Ceramica® are one of the absolute highlights on the green. For the 2024 winter season, ALBERTO Golf is presenting the wide-cut high waist style 'Alina' here in a total of four colourways.

**3xDRY® Cooler**

The **3xDRY® Cooler** is a true perennial favourite in the ALBERTO Golf range, and this is thanks to both its stylish, fashionable self-image and the various technical features and functions. After all, the pants aren't just breathable, temperature-regulating, dirt-repellent, form-retaining and exceptionally soft, they also provide maximum freedom of movement thanks to their high elasticity and minimal weight. In winter 2024, ALBERTO Golf is presenting the all-rounder as 'Alva', 'Anja', 'Mona', 'Alina-CR', 'Julia', 'Jana', 'Jana-CR', 'Lucy', 'Tina-Z' and 'Jana-B', a new model with contrasting details on the back pockets, coin pocket and hem in an extra-wide colour range.

**Stretch Energy**

Whether you're in rain, storm or snow – the **Stretch Energy** guarantees unbeatable comfort on the green, even in difficult weather conditions. This is largely thanks to the bi-elastic, water-repellent Japanese-made fabric qualities, which have a warming, brushed inside for perfect muscle circulation and a good energy flow. For the next winter season, the pants will be available as 'Julia', 'Jana' and 'Lucy' in a regular version and, brand new, in a decidedly elegant piqué version reminiscent of fine corduroy.

**Cosy Golf**

First launched three years ago, the **Cosy Golf** has long since established itself as a firm favourite on the green. The reason: the subtle combination of a stylish look and super stretchy, super soft jersey, which provides unbeatable comfort. Next winter season, the smart all-weather style will be launched as 'Tina-Z' with a subtle black foil print on black jersey. Matt black zips round off the extravagant look.

**Coffee**

With **Coffee**, ALBERTO Golf has been proving for two years now that coffee can keep you warm on the outside as well as on the inside. The pants are made from highly elastic, water-repellent fabric with a brushed interior and coffee charcoal from coffee bean residues incorporated into the fibres. This provides ideal thermal insulation that retains body heat, has an antibacterial effect and has temperature-regulating properties. For winter 2024, the tech pants with a sustainable soul will be available as casual jog styles with a drawstring 'Clara' and as 'Jana' and 'Sarah' with a playful lightning bolt pattern on the waistband for conscious fashion expertise on the green.

**Revolutional®**

No winter on the green without the Revolutional®! These stylish tech pants made from highly functional bi-stretch jersey don't just ensure maximum freedom of movement. They're also breathable, quick-drying and provide comprehensive UV protection. Joining us in 2024 for the cold season: 'Jana' and 'Lucy' in muted navy and black.

**Rain & Wind Fighter**

The **Rain & Wind Fighter** is also back. Besides being completely wind and waterproof thanks to the welded breathable thermal lining, the ultimate pants for bad weather conditions also score fashion points across the board with clever details and new colourways. In addition to the 'Lexi-T', ALBERTO Golf is also showing the brand new 'Ruby' model, a pair of pants with black, water-repellent zips on the front and back pockets as well as contrasting-coloured tabs, buttonholes and drawstrings. The double-layer Rain & Wind Fighter Jersey offers even more features. Water-repellent on the outside and brushed on the inside, the windproof and breathable thermal style available as 'Jana' and 'Julia' keeps you warm even on especially cold days.

**Water Repellent**

With their breathable, surface that repels dirt and water, and their super stretchy, quick-drying fabric, **Water Repellent** pants have long been indispensable on the green. The Water Repellent Print range for the next winter season proves once again that they're also consistently fashionable. The classic **Water Repellent Print** comes with a soft thermal lining and a subtle minimalist print as 'Lucy', 'Jana' and 'Julia'. The **Water Repellent Flowers** range comes in a floral design in light pastel colours as 'Jana' and 'Lucy'. A floral print in bold colours such as red and royal blue is available as 'Lucy' and 'Mona-L'. Brand new: the **Cosy Jersey Print Water Repellent** pants made from super-soft stretch jersey that are extra warm and comfortable thanks to the brushed inside. The newcomer is available as 'Lucy' and 'Jana' with a minimal pattern in two colourways. The **Water Repellent Super Jersey** is perfect for especially cold days. Made from super soft jersey, the pants are available in a wide range of colours as 'Jana', 'Mona-L', 'Lucy' and 'Sarah', a style with a flash-patterned elastic back waistband.

**Colour interplays**

Floral and minimalist prints meet abstract all-over designs and details with flash patterns. Autumnal brown, black, grey, military, anthracite and navy are complemented by beige, purple, camel and dark cherry red on white, light orange, bright royal blue, ice blue and pastel mint – the ALBERTO Golf colourways for women's styles in winter 2024 are emphatically muted for the season but will surprise you with sophisticated combinations.

*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.*

**For more information:**

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