

PORTFOLIO



ALBERTO

Summer
2025

... and the living is easy

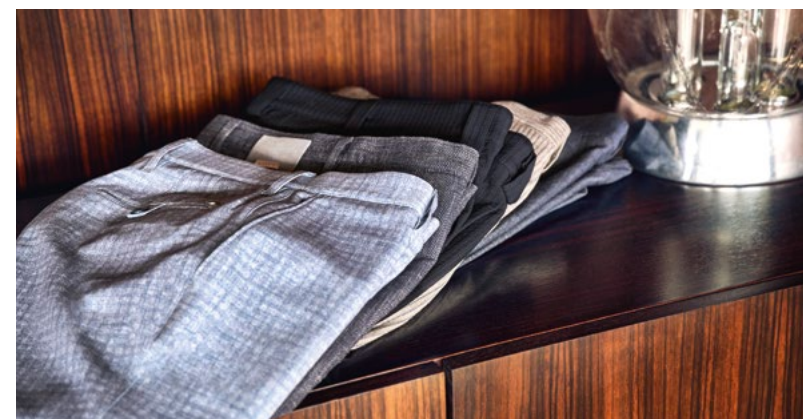
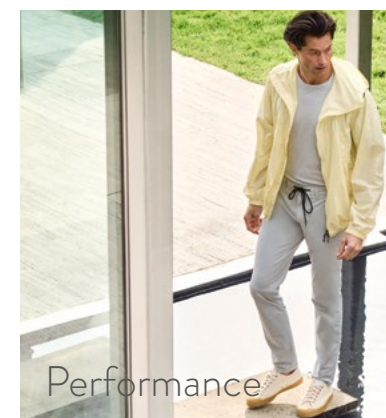
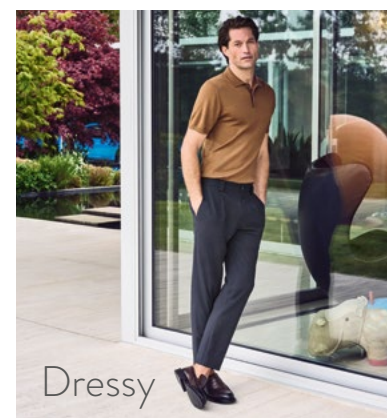
JEANS
CASUAL
DRESSY
PERFORMANCE



ALBERTO

... and the living is easy

The confident fusion of traditional pant craftsmanship and the joy of experimentation is what sets ALBERTO's pants apart. The pieces for the 2025 summer season are no exception. Alongside absolute label classics in a brand-new look, the pants specialists are at it once again, showcasing a wide range of fresh, home-wash-compatible chinos, jeans, shorts and modern business pants for the next beautiful season. As always, they also boast a perfect cut as well as impressive finishes and highly fashionable button and lining colours. Curious?



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Wide Fit

Introduced for the first time last summer season, the wide fit range with its stylish looks and unbeatably relaxed wearing comfort is also racking up the fashion points in summer 2025. ALBERTO is presenting three brand new styles for the second coming. Immensely stylish: 'Luis', straight-cut chinos with a casual foot width and elasticated insert at the back waistband, which combine the comfy theme with a sophisticated fashion approach and are available in a clean Smart Cotton version with a subtle two-tone look, as an extra-light, yarn-dyed 'Exclusive with ribbon' linen style and in super-soft Luxury Linen and elegant Herringbone Linen. A classic with a sophisticated twist: the 'Jack', wide-cut pleated pants with slanted front pockets, welt pockets and an elasticated waistband element at the back, shown in extra-light and breathable seersucker and as an exclusive summer stripe in fine Made in Italy fabrics. A real highlight: 'Ted' with elaborate lining, edged seat seams, extended waistband, crease, second pleat, turn-ups at the leg ends and coin pocket. The sophisticated pants come in elegant premium herringbone and as a super stretch light fabric with a subtle three-dimensional texture in a regular and cropped version.



1764 SLIM, Premium Super Stretch Coloured Denim



1355 ROB, Linen Stripe | Belt: 8317 Quattro



1354 TED, Premium Herringbone

Premium Denims ...

The highest quality fabrics and the finest finishes. Plus, subtle tailoring and exclusive labelling. There's a good reason why pants enthusiasts have long sworn by jeans and chinos from the premium segment. What kind of surprises does the 2025 summer season have in store by way of pants?



... und Chinos

The premium range started with premium denims and since then the love for blue gold and the many design possibilities it offers has grown from season to season. For next summer, ALBERTO is presenting a series of hand-picked pieces, each of them a consistent statement of style. The Light Tencel™ comes with a particularly light feel in a total of three authentic washes and, thanks to the combination of super stretch and Luxury T400® fibres, ensures not only maximum freedom of movement but also pleasantly cool comfort in summer temperatures. Particularly outstanding: jeans made from the finest Egyptian Giza cotton. The styles boast a distinctly soft touch and feel and a particularly high degree of elasticity and recovery and come in an authentic look with an elaborately designed pocket lining. Once again, the left-hand denims are real highlights with their particularly soft feel, available in a total of five washes from blue to grey. Fancy a summer in colour? No problem with the coloured denims! ALBERTO is launching 5-pocket slim fits in a variety of different colourways. White, nature, black and apricot alternate with milky yellow, green, blue, navy and light grey. It goes without saying that the exclusive pocket lining and the obligatory ALBERTO suitcase tag are also included.

What's the ultimate style substitute when your favourite jeans are in the wash? Right, a pair of clean-cut chinos of course. In addition to the Premium Herringbone, extra-soft slacks with an elegant herringbone pattern, and the Premium Linen Stripe made from a cotton/linen blend in light colours with a subtle stripe pattern, elaborate lining and safety pocket, ALBERTO is also introducing the Super Stretch Satin for the first time this summer. Made from an elegantly shiny and cooling cotton/tencel™ blend with elastane, these premium chinos aren't just an absolute hit in terms of fashion. They also boast a perfect fit and a variety of details such as plain labelling and new button designs. This summer must-have is available in long and Bermuda styles in off-white, milky yellow, light beige, light green, light blue and navy.

Leinen und Tencel™

The hype around pants made from linen and Tencel™ knows no bounds. And for good reason. After all, these robust natural fibres aren't just extremely comfortable to wear. They also stand out with their pleasantly cooling properties.

Once again, ALBERTO has significantly expanded its linen range for next summer. The range extends from pants made from pure linen to those made from sophisticated linen blends with cotton and elastane, which are available in both emphatically clean and sporty used looks. Styles with a tropical all-over print, various striped patterns and delicate herringbone designs add subtle accents. The Linen Twill, pigment-dyed pants with a subtle vintage look in summery pastel shades, have all the ingredients to become a favourite.

Their wonderfully soft touch and feel and cooling properties in warm temperatures make Tencel™ pants absolute must-haves in summer 2025 too. In addition to a series of smart chinos, ALBERTO is presenting a series of extra-light and exceptionally robust Tencel™ denims. All-rounders that deliver on every level.



1528 LUIS, Pure Linen



1331 LUIS, Herringbone Linen



1332 JACK, Summer Stripe

Dressy

An unbeatable fit, perfect workmanship and the highest quality materials – ALBERTO has always delivered the highest level of core expertise with its Dressy Pants. Four favourite pieces are being launched for summer 2025. The lightweight luxury seersucker made from breathable and temperature-regulating Ceramica® boasts a fine striped texture that isn't just fashionable. It's also crease-resistant and completely non-iron, making it the ideal choice for any business trip. This stylish jack-of-all-trades is available as regular chinos and Bermuda shorts. The Smart Seersucker, which will be available in various styles from cropped to wide fit in the coming season, is decidedly casual. The typical seersucker stripe pattern is paired with breathable and cooling fabrics. Elaborately designed, modern prints on highly elastic and extra-soft jersey with a knitted look – our Printed Jersey in three subtle colourways in 'Rob' and 'Move' adds a highly fashionable accent to the next beautiful season. The range is rounded off with the lightweight Summer Check, which features a high degree of stretch, a soft feel, a fine knitted look and an exciting reinterpretation of the classic checked pattern.



1345 MIKE-C, Smart Seersucker



1344 ROB, Summer Check



1320 ROB, Smart Cotton



Performance

Casual Shorts

It's the smart synthesis of sporty, stylish and technically sophisticated that has earned our casual shorts their loyal fan base. For summer 2025, ALBERTO has stepped it up a notch and fleshed out the theme with linen, cotton, jersey and denim styles. After all, everything is covered here: from classic slim-fit French pockets and various drawstring versions to clean and exceptionally elegant pleated styles with an elasticated waistband. Highlights include the Summer Stripe, an all-round pair of shorts with a fine stripe pattern that comes in five colourways as the 'Jump-K', and the Smart Linen made from an extra-light Made in Italy cotton/linen blend with stretch, which ensures perfect comfort for both city summers and walks on the beach.



They're the ultimate fusion of fashion and function and their sophisticated functional features ensure perfect fashionable wellbeing – the hand-picked pants from the Performance range have long since become absolute must-haves in the ALBERTO range. For the 2025 summer season, ALBERTO is presenting the 'Mover', the 'Rob' and the 'Rob-K' Bermuda shorts in highly elastic, water-repellent, breathable and quick-drying Revolutionary fabrics in beige, green, military, navy, light grey and black. The Coolmax Superlight programme is particularly popular. Made in Japan from a high-tech fabric, these pants aren't just ultra-light, breathable and temperature-regulating, they also have a quick-drying surface. The pants are available as drawstring pants and in three Bermuda variants in military, royal, navy and black. Brand new in the range: the bi-elastic, breathable and water-repellent Tech-Print. The super-light summer all-rounder with a fine minimalist print in black, navy and sand is making its debut in three muted colourways as chinos and shorts.





1399 PIPE, Fancy Denim

Whether it's rough, tough and vintage or in an elegant premium business look, with exciting colour and pattern plays or in sophisticated material mixes - the ALBERTO denim range leaves nothing to be desired for lovers of this traditional all-round fabric in summer 2025. The Super Stretch Laser Denim comes with a fine mini dot design on indigo, while the Silk Denim with its silk content combines unbeatable comfort with an emphatically clean office style. The denim chinos are extremely colourful. ALBERTO is bringing out this bestseller in a total of 10 different colours to kick off the beautiful season. The Fancy Denim takes fashion a step further. Here, the pants makers have opted for an elaborate paisley all-over pattern created in the Mönchengladbach design unit, which has been transferred to classic 5-pockets made from high-quality indigo fabric with great attention to detail.



1369 SLIPE, Vintage



1392 LOU, Silk Denim | Belt: 8326 Velours Belt



1960 PIPE, PB Super Stretch Coolmax® Denim



1369 JIVE-C, Vintage







#COOLGERMANY: RICHARD NEUTRAS HAUS KEMPER

Haus Kemper in Wuppertal is a house with a history. Designed and constructed between 1965 and 1967 by the famous architect Richard Neutra under the guiding principle of merging nature and living space with floor-to-ceiling glass fronts, sliding elements and spacious open-plan living areas, it has been remodelled several times over the years. Manfred and Sarah Hering, who acquired the building in 2016, can take credit for the fact that the house has now been restored to its original architectural form following extensive refurbishment. “With our company Early 911S, we restore classic Porsche models under the maxim of preserving the old and making it shine again, and that’s also how we approached the work on the house.” The result is a unique place that breathes architectural history through and through without having a museum-like character. The perfect backdrop for our Summer 2025 shoot. We would like to thank Early 911 for making some of their Porsches available to us for our photo shoot.

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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 and style. Founded over 100 years ago with the aim of becoming a dynamic, innovative presence in the international fashion world and constantly setting new standards, the brand has stayed true to its founding ethos to this day. Contemporary craftsmanship and design are just as much a testament to this as 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 become part of collections - for urban bikers, for example: A brand that has set itself the goal of anticipating the needs of its customers and combining them into an inspiring lifestyle concept that also transcends all trends.

