



# ALBERTO

WINTER 2025

JEANS  
CASUAL  
DRESSY  
PREMIUM  
PERFORMANCE





# Touchable Classics

The pants label ALBERTO is all about keeping your style fresh and your look on point, no matter what the latest trends are. These pants are touchable classics. You'll feel the quality the moment you touch them. They're an incomparable blend of style, function and comfort, and they make you stand out and look and feel great. For the 2025 winter season, the pant perfectionists are presenting a collection that exudes pure luxury with every fibre of the hand-picked fabrics. Modern dressy styles and jeans, corduroys and chinos – sometimes in distinctly slim silhouettes, sometimes in an exquisitely casual cut.



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1266 PIPE, Lefthand Denim



1447 ROB, Smooth Jersey



1447 ROB, Smooth Jersey

# Premium

**Fashion is our passion and our signature is quality – the principles that underpin our work are reflected most clearly in the styles of our premium collection. For the 2025 winter season, ALBERTO is presenting a series of luxurious jeans as well as casual and dress models that expertly combine style and comfort with the highest-quality fabrics, the finest features and subtle cuts. What surprises does it hold for pants lovers?**

**Here's an overview:**

## Premium Jeans

The Premium-Denims have always been the gold standard among ALBERTO jeans. For the next winter season, we're showing a selection of handpicked pieces, each of which makes a strong style statement. A series of coloured Super Stretch-Jeans is a real game-changer when it comes to colour. A direct and reactive dyeing process ensures deep and exceptionally brilliant tones. Elaborate pocket workmanship, exclusive button and rivet decorations and a richly decorated back label round off the look. The Light Lefthand Jeans are characterised by their exceptionally soft texture and high-quality detailing.

The Tencel™ content guarantees an elegant look with unparalleled comfort. Cool vintage look meets elegant crosshatch design – the double-dyed Overdyed Denim sets fashion standards while offering the highest level of comfort and shape retention with maximum freedom of movement thanks to the innovative Luxury T400® fibre blend. Our highlight is the Organic Denim. Made from organic cotton and recycled elastane, the jeans stand out with their authentic look and excellent touch and feel.

## Premium Casual

Want to get through the winter looking casual, sporty and well-dressed? Not a problem with the styles from the Premium Casual range. While the lavishly piece-dyed Super Twill in a twill look with exclusive colours, stylish detailing and casual charm enhances any wardrobe, the Soft Tencel™, made from a luxurious and highly elastic Tencel™/cotton/T400® blend, comes with a sophisticated broken twill texture. This detailed, versatile fabric is available in a range of exclusive colours.

## Premium Dressy

Premium Dressy is the perfect combination of the finest fabrics, precisely fitting cuts and sophisticated detailing. For winter 2025, ALBERTO is presenting the Smooth Bicolour, a soft, two-tone 5-pocket in wintry shades with exclusive buttons and labelling, as well as the Double Face, elegant pants made from fine double-face fabrics with a minimal pattern in muted colours. Elaborate workmanship meets extra-high stretch and a charming minimal print – the Smooth Jersey is the ideal 24/7 all-round pants for business and beyond.

*All pants in the Premium range come with an elegant luggage tag for travelling..*





1445 MOVE, Performance

# Performance Pants

ALBERTO Performance Pants are stylish pants with sophisticated technical features and carefully considered functions that help you get through your day a little smarter, a little better dressed and a little more comfortable. This winter, the focus is on Performance and Revolutionary®. Performance is a real all-rounder that always keeps you dry thanks to its water-repellent fabric. Need even more functionality? Then the Revolutionary® is for you. Water-repellent, breathable and quick-drying tech fabrics guarantee unbeatable comfort even in unpredictable weather. Our travel pants of choice! This fashion-meets-function piece, available in a range of elegant, matte colours, is fast-drying and, of course, easily washable.



1430 JUMP, Dusty Corduroy

# Cord

It's the unique combination of a velvety soft feel and elegant look that's earned corduroy its reputation as a truly regal fabric. And rightly so. ALBERTO's corduroy range for the coming winter season features three highlights. Strikingly slim yet highly elastic ribbed fabric, extravagant details and elaborate vintage colouring are the style-defining features of the Babycord. The Dusty Corduroy is casual yet elegant. These pants, made from high-quality 'Made in Italy' fabrics, feature a comfortable waistband with a sophisticated pigment dye that ensures a rich texture and depth of colour. The segment is rounded off with Printed Velvet, printed and over-dyed velvet pants in a 3D look. A touch of stretch guarantees maximum comfort.



1430 MOVE, Dusty Corduroy



# Casual

Attention to detail, sporty and versatile – the pants in the casual range aren’t just perfect for any leisure activity but are also ideal for casual Fridays at the office. For the 2025 winter season, ALBERTO is offering a series of styles that combine the highest-quality materials, sophisticated cuts, perfect workmanship and an unbeatable fit. The Dusty Cotton, made from high-quality ‘Made in Italy’ materials and elaborately pigment-dyed, offers a casual, subtly staged vintage look with rich pastel shades. A real highlight: the Cotton Flannel. These robust pants are made from an exclusive cotton blend, boast an incredible fit and maximum comfort and can be easily worn with any outfit thanks to the wide range of colours offered. Fancy a checked pattern? Then we recommend the Soft Check. These pleated trousers come in a lightly brushed style with a warm, soft feel and a subtle checked pattern. This season’s must-have: the Classic Chino. Designed as a regular fit, the style combines the classic chino look with emphatically soft, elastic fabrics in a colour range that extends from rust and off-white to mocha and anthracite.





# Dressy

Never go out of style with Dressy Pants. In addition to the Smart Herringbone, super-stretchy pants with a luxurious feel and sophisticated herringbone pattern, and the breathable Mini Oxford made of emerised wool with different yarn colours, which give the elegant flannel pattern an exclusive mottled effect, the Wool Check is also included: elegant wool trousers made of Italian luxury fabric with a woven check pattern and knee lining for perfect comfort in three light colour combinations. Want to show off your extravagant side? You can with the Smooth Jersey. These pants come in an eye-catching checked print and are extra soft to the touch. The Flannel Herringbone goes one step further. The high stretch content ensures a soft feel, while the light colourways and elegant herringbone pattern create an elegant look. The Wool Herringbone and Flannel Look are real statement pieces. The former is a pair of wool trousers made from particularly high-quality, partly recycled fabric with knee lining, whose woven herringbone pattern has an elegant sheen thanks to the incorporated silk content. The latter is a pair of pants made from ultra-soft, gently flowing and wonderfully warm flannel, making it perfect for especially cold days. The highlight is the Flannel Stripe. These wide-fit pants in soft flannel, with a 45 cm foot width, strike the perfect balance between elegance and sporty chic and combine wonderfully with a shirt or a warm sweater.



1653 TED-C, Mini Oxford

1456 LOU, Wool Herringbone



1442 ROB, Smooth Jersey



1457 LOU-J, Wool Check



1438 LOU-J, Double Face





1446 JUMP, Flannel Herringbone



1436 LUIS, Flannel Look



1451 LUIS, Flannel Stripe



1436 BARISTA, Flannel Look

Dressy



# Denim

Sometimes rough and deep blue, sometimes extra soft to the touch in exciting colour variations – jeans are an almost indestructible classic that, despite their long history, keep reinventing themselves. ALBERTO presents a finely orchestrated edition of selected denim pieces, some with elaborate washes and laser treatments. The Super Stretch, made from quick-drying and ultra-soft Italian Luxury T400® fabric qualities, comes in a deep black colour that gives the pants a distinctly modern look, while the All Over Laser Denim with a graphic pattern and the Super Stretch Denim, made from a highly elastic Luxury T400® fibre blend, have been finished by laser. Vintage-look jeans come with elaborately lasered used effects, sometimes in deep or grey black, sometimes in beige or 80s blue.

An unbeatable alternative to the five-pocket jeans, the Jeans Chino will be available again next winter. These extremely fashionable jeans owe their elasticity of over 60 per cent to the exclusively developed Dual-FX fibre, a combination of T400® and elastane. The sporty garment-dye back label, elegant real corozo buttons and elaborately designed pocket lining create a fantastic look.



1369 SLIPE, Vintage



1582 ROB, Coloured Denim – The Jeans Chino



1369 JIVE, Vintage



1572 SLIM, Super Stretch Dual FX Denim



# Business Jeans

Our Business Jeans are an absolute must-have and the perfect companion for days in the office and business trips thanks to the mix of cooling and breathable Coolmax®, elastic super stretch and soft, quick-drying Luxury T400® fibres. Made from an extra-soft cotton/Tencel™/T400®/Lycra mix and with elaborate triple stitching on the pockets, seat and waistband, Tencel Denim offers optimal comfort as well as a timeless look thanks to the understated washes. Our Super Stretch Denim, made from a Luxury T400® fibre blend and featuring a subtle crosshatch look, is the perfect pair of jeans for any occasion. Our Business Jeans, made from fine cashmere denim, go one step further. The particularly soft touch and feel ensures outstanding comfort, while the tonal finish creates a smart look. For winter 2025, the masterpiece is coming in brand new washes, including a new black variant.

1292 PIPE, Cashmere Denim



1292 PIPE, Cashmere Denim



## Colours

The harmonious interplay of classic muted natural tones and emphatically cool colours underscores the unique character of the Winter 2025 collection. Combinations of earthy beige, brown, green and grey create a warm, relaxed look for both casual and business outfits. Cold and dusty colours such as delicate light grey, ice blue and pale pastel create highly fashionable and exceptionally elegant accents.



# #COOLGERMANY: GRAND HOTEL HEILIGENDAMM

Grand Hotel Heiligendamm — a name that evokes images of sophisticated luxury, relaxation in an exclusive atmosphere and sophisticated social life on the shores of the Baltic Sea, dating back to the time of the Mecklenburg Duke Friedrich Franz I. The unique classical ensemble of bathing and lodging houses, designed by architects Johann Christoph Heinrich von Seydewitz, Carl Theodor Severin and Gustav Adolph Demmler between 1793 and 1870, hosted artists and philosophers, politicians and business leaders. It’s a place that still lives and breathes history today, and it provided the perfect backdrop for our 2025 winter shoot.

*‘Joy awaits you here; you will emerge from the bath healthy’*  
(translation of an inscription at the Heiligendamm spa house).

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ALBERTO considers itself a culturally influenced pants label on the move, developed for people on the move. People who value quality, comfort and freedom, people who are looking for substance and find style in the process. Founded over 100 years ago with the goal of becoming a dynamic, innovative presence in the international fashion world and repeatedly setting new standards in the process, the brand has remained true to its founding ethos to this day. Contemporary craftsmanship and design are

testament to this, as are the company’s own concept store and the use of intelligent, voice-controlled interactive systems. What began as a small pants factory has long since expanded into collections for urban bikers, for example. ALBERTO is a brand that has made it its mission to anticipate the needs of its customers and combine them into an inspiring lifestyle concept that has its own raison d’être beyond all trends.