PRESS RELEASE

ALBERTO Golf Youngster

Mönchengladbach, 04/02/2025

**New Game with ALBERTO Golf Youngster**

**Uncompromisingly relaxed and extremely motivated – ALBERTO Golf has been around for around 20 years. With the ALBERTO Golf Youngster collection, which is being added to the range for summer 2025, golfing beginners can now also benefit from the expertise of the Mönchengladbach-based pants specialist.**

High-performance pants with a water- and dirt-repellent surface, yet breathable, extremely quick-drying, with UV protection... and then there's the consistent focus on style. With its golf lines for men and women, ALBERTO Golf has written course history over the past two decades and has also shifted the international status quo in golf clothing. With **ALBERTO Golf Youngster**, the brand is now launching a new line. The step was obvious. After all, ALBERTO also caters to the needs of its customers off the green and reliably provides them with a synthesis of timeless casualness and functionality that's based on a constant willingness to innovate and change.

**What counts is on the pitch**

But the most important input for ALBERTO Golf Youngster came from the golfers themselves. ‘What are the needs of young golfers, who may be only 15, or maybe 20 or 30 years old? What do you need as a young person on the course? This question has always been on our minds,’ says Marco Lanowy, Managing Director of ALBERTO. That's reason enough to take a closer look. ‘We have found that, first and foremost, golf pants have to perform perfectly and be comfortable – the boys see it that way, but they also have their own stylistic preferences.’

The target group is also reflected in the inch sizes and the entry-level price range of the ALBERTO Golf youngster pants. The collection also comes with its own labelling and hangtag. For the launch, the selection is initially focused on the ultra-light Light Tech Gabardine WR and the 360 Performance WR for year-round use. The former is available as ‘Ian-Y’, as a wide-cut chino ‘Louis-Y’ and as a slightly shorter baggy Bermuda ‘Max-Y’; the latter is also available as ‘Ian-Y’ and as ‘Earnie-Y’ and ‘Rookie-Y-9’, a jogger style with elastic inserts on the side waistband and leg ends. Selected retailers in Germany, Denmark, the Netherlands, Austria and Switzerland were the first to be supplied.

**Maximising potential**

So far, ALBERTO Golf Youngster is aimed only at men. But it won't stay that way, as Marco Lanowy emphasises: ‘In view of the enormous feedback and interest from retailers, our young golf line will soon be available for women too.’ The potential that targeting a younger demographic offers ALBERTO is backed up by the results of a study conducted by the long-established Mönchengladbach-based company in collaboration with the Niederrhein University of Applied Sciences: the potential market share among 25- to 35-year-olds is 27 per cent – higher than in any other age group.

The text and image material is available for download at:

<https://press.alberto-pants.com> (PLEASE INSERT LINK)

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