PRESS RELEASE

ALBERTO Golf   
  
Mönchengladbach, 13/11/2025

ALBERTO Golf Summer 2026

**Play it cool!**

**ALBERTO's new 2026 summer collection blends high-tech performance with casual style – just right for anyone who wants to play their best and stay cool on the golf course. The golf pants and golf shorts set new standards for peak performance with smart tech features, sophisticated cuts and clever details. Creative patterns and a bold colour range create a fresh, modern look that will turn heads on the fairway. True to the motto ‘Play it cool’, ALBERTO proves that style and function go hand in hand – for an unparalleled golfing experience.**

**Men**

**Light Cotton**

The new Light Cotton pants are ALBERTO's upcoming golf bestsellers, and that's no surprise. After all, these ultra-lightweight, quick-drying pants with their super-soft, cooling texture and extra elasticity are super comfy even on hot days. A clever material twist adds a stylish touch. Seemingly traditional in their plain colours at first glance, these cotton styles reveal a subtle lighter contrast when the legs get a quick crumple.

**Ceramica®**

Temperature-regulating, breathable, highly elastic and crease-resistant – the super-soft ALBERTO Golf Ceramica® gabardine pants tick all the boxes when it comes to functionality and style. For the 2026 summer season, these green-approved classics are available as casual Bermuda shorts and in regular lengths in a wide range of colours.

**Air Mesh**

They're not just totally water-repellent, super breathable and nice and cool, but also really stretchy – no wonder Air Mesh pants are such a hit with golfers. For summer 2026, these ultra-lightweight tech styles made in Japan with a lovely soft feel come in three muted colours.

**Jersey**

You'll always be in style both on and off the court with the designs from the jersey range. Next summer, ALBERTO Golf will be presenting two versions of this lightweight, highly elastic and water-repellent piece. The Fancy Jersey features an abstract two-tone floral print, while the Flower Jersey boasts a colourful tropical print.

**Water Repellent**

Consistently breathable and fully water-repellent. Highly elastic, temperature-regulating and quick-drying, pants from the Water Repellent range are true all-rounders that have stood the test of time on the green. For the 2026 summer season, ALBERTO Golf is launching the Performance WR, a pair of pants that seamlessly blends function and style with a contrasting coloured cord on the right back pocket zip and a wide range of colours. The Jungle Print WR goes one fashion step further with an intricately crafted exotic tropical print.

**Linen**

Linen pants have long been a staple of the ALBERTO main collection, and last summer, these lightweight pants made from robust natural fibres also made their way onto the golf course. And with good reason: these styles offer exceptional comfort, pleasant cooling properties and an ultra-fashionable look. In its second season, ALBERTO Golf showcases this exceptional talent in an elastic linen/cotton blend in four muted colours.

**FX4 Dry Cooler®**

First launched last winter, the FX4 Dry Cooler® is now hitting the green for its first summer season. And it's doing so with flying colours. Even on hot days, these next-level golf pants made in Italy deliver maximum style and performance. Needless to say, the fabric is quick-drying, fully water- and dirt-repellent, breathable, dimensionally stable and easy-care. The innovative 4-way stretch technology ensures unbeatable freedom of movement and unparalleled comfort. The pants are available in an extended summer colour range.

**Revolutional™**

The Revolutional™ revolutionised the golf pants segment when it was launched thanks to its wide range of practical features, and it's still considered a real game changer today. For summer 2026, ALBERTO Golf is presenting this classic crease-resistant, breathable, quick-drying and UV-protective garment made from soft, Italian-made bi-stretch fabrics as Revolutional™ Print with a subtle minimalist pattern, as Revolutional™ Summer Print, also with a minimalist design, as Revolutional™ Flower Print with a delicate two-tone floral print, and as plain-coloured Revolutional™ WR. The standout piece here is the ‘Earnie-SR’ model with black and white decorative stripes along the side seams.

**Performance WR**

Launched last winter, the Performance WR has fast become a bestseller in the ALBERTO golf range. And with good reason, as these robust and highly elastic all-year-round pants combine impressively stylish sophistication with a wide range of functional features. Water-repellent, breathable, quick-drying and temperature-regulating fabrics meet an extended colour range. An extra-wide colour palette is complemented by a new pants model with a pink cord on the zippered welt pocket.

**Youngster**

Following on from its resounding launch, the ALBERTO Golf Youngster collection, tailored to the stylistic needs of younger golfers, is now entering its second summer season with new styles. The super-elastic, breathable, quick-drying, water- and dirt-repellent Performance WR is an all-year-round all-rounder and is available in four colours and four models, including sweatpants. The Coolmax® Super Light features ultra-lightweight and cooling Made in Japan tech qualities for unbeatable comfort. Alongside Bermuda shorts and a regular-length model, ALBERTO Golf presents the ‘Luis’, high-waisted chinos with a wide-cut leg. All pants in the series have their own labelling and hang tags and are measured in inch sizes.

**True Colours**

Subtle minimalist prints, delicate two-tone floral designs and colourful tropical prints. Complemented by an extra-wide range of colours, from black, white, off-white and military to various shades of grey, blue and green, right through to bright neon orange and tomato red, the styles in the ALBERTO men's golf range are sure to be real eye-catchers on the green once again in summer 2026.

**Ladies**

**Ceramica®**

With their soft, elastic feel and breathable, crease-resistant and temperature-regulating properties, pants made from ultra-light Ceramica® gabardine are the ultimate golfing companion. For summer 2026, ALBERTO Golf is opting for a high-waisted style in subtle, muted colours.

**Jersey**

The combination of functionality and fashion makes these lightweight jersey pants breathable, quick-drying and highly elastic, turning them into casual all-rounders both on and off the green. For the summer season, ALBERTO Golf is presenting the Summer Jersey, a label classic in a wide range of plain colours. The Ornament Jersey and the colourful Flower Jersey with their intricately designed all-over prints take fashion one step further.

**Water Repellent**

They're totally breathable, stain-resistant and water-repellent, plus they look great – no wonder pants from the Water Repellent range are such a hit with female golfers. For the coming summer season, ALBERTO Golf is introducing Summer Dots WR with a delicate polka dot pattern in three feminine colours.

**Silver Print**

Brand new and a bold fashion statement: the Silver Print. These highly elastic, breathable and quick-drying pants feature an abstract foil print in a metallic look. This standout piece from the collection is available in two different styles.

**Revolutional™**

The extra-light, breathable, quick-drying, water-repellent and comprehensive UV-protective Revolutional™ made from high-performance bi-stretch jersey set new trends in functionality and fashion on the green when it was launched. For summer 2026, ALBERTO Golf is stepping up its game with the regular Revolutional™ WR in muted plain colours with contrasting decorative bands at the hem, and the Revolutional™ Print with a subtle minimalist pattern in four colour variations.

**Performance WR**

Launched last winter, the Performance WR has fast become a bestseller in the ALBERTO golf range. And with good reason, as these robust and highly elastic all-year-round pants combine impressively stylish sophistication with a wide range of functional features. Water-repellent, breathable, quick-drying and temperature-regulating fabrics meet an extended colour range. An extra-wide colour palette is complemented by a new pants model with a pink cord on the zippered welt pocket.

**Light Cotton**

Lightweight cotton pants are among ALBERTO Golf's absolute summer bestsellers. No wonder, as they combine fashion and function in a unique way. The Light Cotton is a brand-new addition to the range, an ultra-lightweight and quick-drying style with a super-soft, cooling feel. Although the pants look plain at first glance, a crinkle effect on the leg creates a subtle lighter contrast.

**Linen**

The combination of maximum comfort, stunning looks and unbeatable functionality makes linen golf pants the first choice for female golfers. For summer 2026, ALBERTO Golf presents the highly elastic Linen Twill in the wide-leg LUCY WL style in four summery solid colours.

**FX4 Dry Cooler®**

Launched just one season ago, the FX4 Dry Cooler® has already secured its place on the green. The innovative 4-way stretch technology for maximum freedom of movement is just one of its numerous outstanding features. Next summer, ALBERTO Golf is launching its water- and dirt-repellent, quick-drying, breathable, shape-retaining and easy-care next-level golf pants in a long-leg and high-waist Bermuda style with wide-cut legs. A wide range of muted and bright colours ensures the right look.

**Youngster**

It's already been a staple in the men's range for two seasons. For summer 2026, ALBERTO Golf is now launching a series of youngster pants for women, made just for the fashion needs of young golfers. For the premiere, there are several styles with their own labelling and hang tags in three qualities, available in inch sizes. The super-soft Power Jersey is breathable, quick-drying and highly elastic and comes as shorts and casually cut long-leg pull-on pants. The Leo Jersey with leopard print in various colour combinations is a real eye-catcher. Made from super-lightweight fabrics sourced in Japan, Coolmax Superlight scores with breathable, quick-drying and comprehensive temperature-regulating functions. This tech all-rounder is available as jogging pants, chinos and high-waisted pants in 7/8 length.

**Colour Effects**

Between ornamental and floral prints, dot patterns, leopard and minimalist designs, stylish patterns play a starring role in the ALBERTO Golf Summer 2026 collection. The look is underscored by a colour range that's sometimes muted, sometimes strikingly bright, ranging from beige, black, grey, navy, olive, military, white, pink, coral, off-white and neon orange to various shades of blue, grey and red.

*In 2004, a plane took off for the USA – and with it the success story of ALBERTO;s golf collection. Onboard: 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 pants on the green instead of golf pants. 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.*

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