PRESS RELEASE

ALBERTO   
  
Mönchengladbach, 26/08/2025

**The new film project by ALBERTO**

**ALBERTO x Greg Kheel: Keep your Balance**

**Mönchengladbach-based pants manufacturer ALBERTO presents a fascinating series of five short films exploring the concept of balance. For these films, ALBERTO collaborated with renowned model and qigong teacher Greg Kheel, who's been the face of the pants brand for many years, and creative filmmaker Cristóbal Jurado Flores as director. Each of the five films offers a unique perspective on balance – and the role that the right clothing plays in finding it. The combination of Greg Kheel's expressive presence and Cristóbal Jurado Flores' artistic vision creates striking images that are thought-provoking and inspiring. These short films are an outstanding example of creative collaboration and the power of visual storytelling. They invite viewers to reflect on their own balance in life and discover new ways of achieving equilibrium.**

**Balance as a principle**

The American Greg Kheel, an internationally booked model and Qigong teacher, has been part of ALBERTO and the face of the brand for many years. Kheel's current series of five short videos for ALBERTO, which he shot together with filmmaker Cristobal Jurado, reflects his close relationship with the Mönchengladbach pants makers and their work. "ALBERTO is one of my most trusted clients. The collaboration has always been very open, but over the years we've also evolved in the same direction, which I find really exciting. Sustainability without compromising on style, high quality standards and protecting nature are all values we share and frequently discuss in order to advance the products, and that's really great." Even as a child, he was interested in the functionality and quality of clothing. His entry into the world of fashion, which was more by chance than by design, rekindled his interest in the subject. He's completely indifferent to the glamour aspect of the industry: "I don't need much and prefer to spend a little more money on products that last a long time. If something breaks, I just get it repaired. I have pants that are almost 15 years old and full of patches. Some people might think that's shabby, but I see them as character scars, and that's exactly why they're my favourite pants."

**You are what you wear**

“If clothing needs to last a long time, it has to be well made. And if it’s going to be really good, it also has to be equipped with the necessary functionality,” explains ALBERTO Managing Director Marco Lanowy, adding: “We 're delighted that Greg has captured this idea so clearly and in such a personal way in his films.” Anyone who develops things that not only improve everyday life through their functionality but are also designed to last must think them through to the end. Not just design but also understand. Not just produce but also take responsibility. Sustainable value is created when nothing is left to chance and every detail counts. This is an attitude that's part of everyday life at ALBERTO. It shapes the design, it determines how we deal with partners and it's reflected in the way we work here: together, for the long term, like a family. There's little staff turnover in the company, and many of our production partners have been part of the ALBERTO family for decades. We know and trust each other. Just like Greg Kheel.

Watch the video on YouTube: https://youtu.be/z2B4Dg8KULU

*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 cyclists, 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.*

The text and image material is available for download at:

[presse.alberto-pants.com](http://www.pressearchiv.alberto-pants.com)

[facebook@ALBERTO.Pants](mailto:facebook@ALBERTO.Pants)

Instagram@albertopants

[www.alberto-pants.com](http://www.alberto-pants.com)

**For further information:**

HOPFER Public Relations

Mona Meier, Owner

Panoramaweg 6, 78727 Oberndorf a. N.

Phone: +49 7423 8758752

mona.meier@hopfer-pr.de

hopfer-pr.de

ALBERTO GmbH & Co. KG

Rheydter Strasse 19-31, 41065 Mönchengladbach

Phone: +49 2161 8192-0

presse@alberto-pants.com

alberto-pants.com