PRESS RELEASE

ALBERTO Golf   
  
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**Young, Bold & Par-Ready**

**ALBERTO Golf did it again! Just under a year after the Youngster line for men treated the up-and-coming generation of male golfers to a brand-new look, Youngster styles for women are now also teeing off, just in time for the 2026 summer green season. It was high time.**

Consistent implementation of a concept is key – especially when it comes to translating complex requirements into functional, incredibly stylish and high-quality designs. This simple yet effective formula has been ALBERTO Golf's guiding principle since its first collection of pants for hitting the green. So, it's no surprise that following the hugely successful launch of the Youngster range for men in summer 2026, ALBERTO Golf is launching a range of styles entirely tailored to the sporty and fashionable needs of young female golfing talents.

Three models with their own labelling and hang tags will be launched at the premiere, available in inch sizes. The “Power Jersey” is breathable, quick-drying and highly elastic, designed as shorts and casually cut long-leg pull-on pants with a distinctly soft touch and feel. A real eye-catcher is the “Leo Jersey”, which bridges the gap between function and fashion with a playful leopard print in various colourways. Made from super-lightweight Japanese fabrics, the “Coolmax Superlight” scores big with a surface that repels dirt and water and breathable, quick-drying and comprehensive temperature-regulating functions. This fashion-savvy tech all-rounder is available as jogging pants, chinos and high-waisted pants in 7/8 length.

‘The Youngster collection reflects the needs of young golfers aged between 15 and 35, with comfy pants that don't just perform superbly, but also match the fashion preferences of young players,’ explains ALBERTO Managing Director Marco Lanowy, adding: ‘After overwhelming feedback from both players and retailers, the Youngster Men's range has long since secured a permanent place in our collection. It only stands to reason that at this point we also supply trousers for young female players. After all, studies show that this segment has huge potential.’

*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.*

The text and image material can be downloaded at:

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