PRESS RELEASE

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ALBERTO GmbH & Co. KG

Stylish, cosy and warm

Alberto winter denims inspired by St. Anton

**The mountains are calling! To whom? To ALBERTO, of course! From 2014, the Mönchengladbach-based company with its wealth of tradition will be cooperating with the famous world-class ski region St. Anton. The result is a specially created denim range comprising jeans which are absolutely ideal for winter and cut a perfect figure on every ski run. The label featuring a snowy mountain range and the old-school skiing figures printed on the pocket lining and inside trimmings hint at the trendy key garments for the 2014/2015 winter season.**

**Cool Glam**

Glittering snowflakes dancing through the icy air, snow-capped peaks – a panorama full of enchantment. St. Anton is indescribable. Here in the Austrian alps, village tradition meets international flair to create an incomparable atmosphere. The winter season is celebrated in all its glory. The right winter outfit is of course indispensable. ALBERTO is therefore cooperating with the upmarket ski resort to present a brand-new collection of warm winter jeans just in time for the 2014 winter season.

**Easy chic: confidently stylish all winter**

ALBERTO will banish the winter blues, as the new denim range and its various features don’t give snow or cold a chance. The **Thermolite jeans**, for example, will win fans with their wind-resistant, water-repellant functions. **Check Inside** jeans feature cosily roughened checks on the inside. **Warm-Up jeans** with their special high-tech fibres have an insulating layer of air which makes them feel soft, ultra-light and also extremely warm. Nevertheless, they keep their shape and are absolutely colorfast. A layer of air is also the secret of **Powdertouch** by ALBERTO. This insulating layer is created by specially bulked-up extra-fine yarns. This cosy lightweight element of the jeans collection regulates body temperature and contains a high percentage of stretch fibres, making these jeans pleasant to wear. Denim deluxe: the winter denim collection is rounded off by warm **Premium jeans** containing seven percent cashmere which are also ideal for business purposes. All this high fashion will make it difficult to keep cool.

Alberto winter denims inspired by St. Anton are priced between 99.95 Euro and 169.95 Euro and will be available from the fall/winter 2014/2015 season.

The ALBERTO label has a long tradition. The brand has been specializing in pants production since 1922. Pants for men. Ever since its beginnings, the company has been showing what it takes to design high-quality, contemporary fashion: the experience of several generations of professional workmanship united with technological innovation and a sure instinct for trends. Carefully selected materials and close attention to every detail. In short: a creative process which reflects the superior nature of these pants right from the start. No more – and certainly no less.

**The complete text and images are also available for download at:** <http://pressearchiv.alberto-pants.com>

**Further information is available from:**

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