

# COLLECTION REPORT

————— SUMMER 2017 —————

**ALBERTO**  
*GOLF*

## COLOUR ON THE GREEN

Loud colours, creative play with patterns, functional detail and refined high-tech materials – thanks to ALBERTO Golf and ALBERTO Golf Woman it's not just going to be stylish on the greens for the upcoming golfing season, it's going to be highly functional as well. Once again the golf wear specialists from Mönchengladbach have distinctive designs for golfing enthusiasts at the ready. Their top quality naturally goes without saying! By quality the manufacturers not only mean using top-grade fabrics and yarns, outstanding workmanship and perfect fit. What ALBERTO particularly means by quality is the environmental compliance of their pants with respect to pollutants and production processes and conditions. This is confirmed by the official "Oeko-Tex Standard 100 certification" in all areas.



**ALBERTO**  
*Golf*

## ALBERTO GOLF

Green Revolution. Whoever wants to be the undisputed ruler of the greens with their long tee-offs, skillful chipping and elegantly played putts, must be superbly kitted out. It's a good thing that ALBERTO Golf doesn't just attach importance to an innovative fashionable style, but that it also does justice to the highest functional demands.

Wonderfully flexible, fully dirt and water repellent and especially soft and comfortable to wear thanks to its high cotton content – the **Superfit Gabardine** Pants are the latest addition to the ALBERTO Golf range. For the launch, the smart all-round chinos are available in four colours. The **Stay White Superfit** pants even go a step further. The pants come exclusively in brilliant white, and with 45 per cent elastic fibres, they don't just guarantee maximum freedom of movement on the green. The dirt and water repellent finish also ensures that even the most extensive outing in the rough won't leave any lasting traces.



Motif 19\*

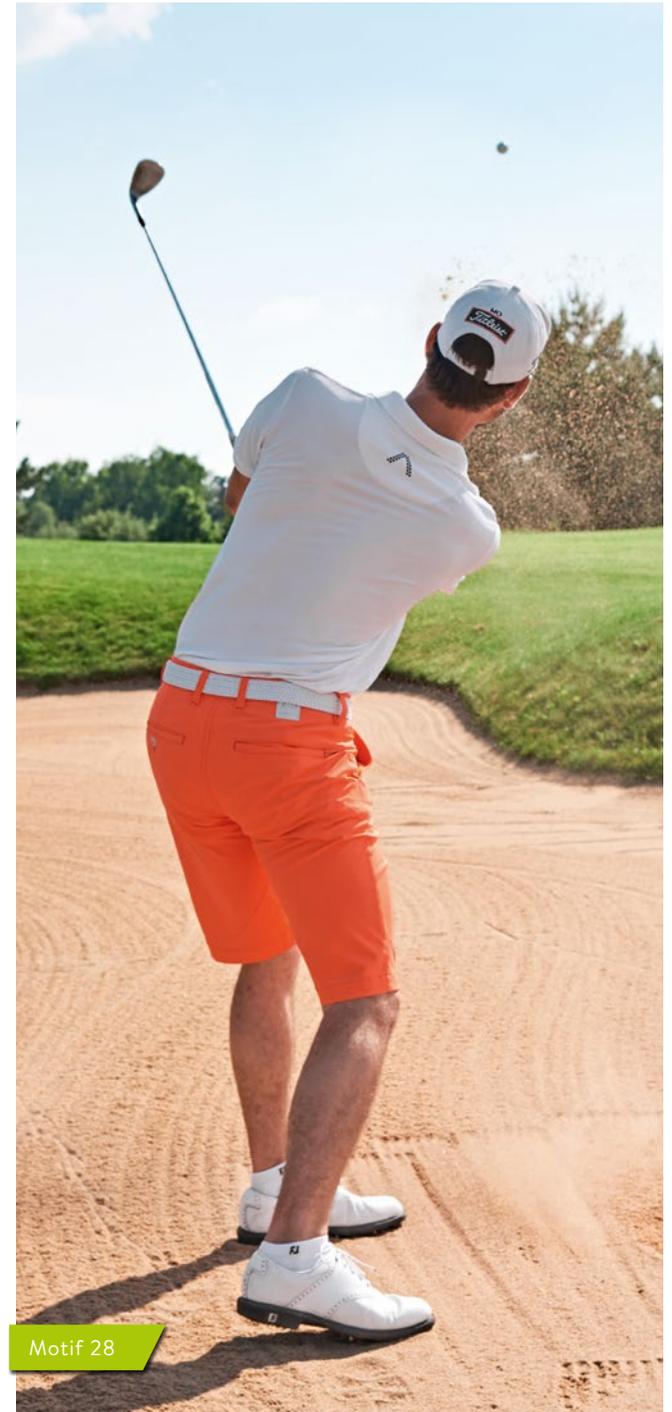
\*Nummerierung bezieht sich auf die Bilder im Pressebereich – [pressearchiv.alberto-pants.com](https://pressearchiv.alberto-pants.com)

With **Ceramica** pants golfers are always in the right position. The new **Ceramica Super Light** is a true star of the collection. Probably the lightest pants in the golf business, it weighs in at just 200 grams per running metre and moreover scores on all relevant performance features as well. The casual and super soft **Ceramica Gabardine Version** is a real best seller and has both temperature-regulating and water and dirt repellent features.



Motif 18

Extremely style-conscious, completely temperature-regulating and in addition dirt and water repellent - the **3xDry Superfit Cooler** is not just an exceptional fashion miracle, it also proves itself a Tec all-rounder, finally making excessive freezing and sweating a thing of the past. The styles for next summer also stand out with their particularly broad choice of colours.

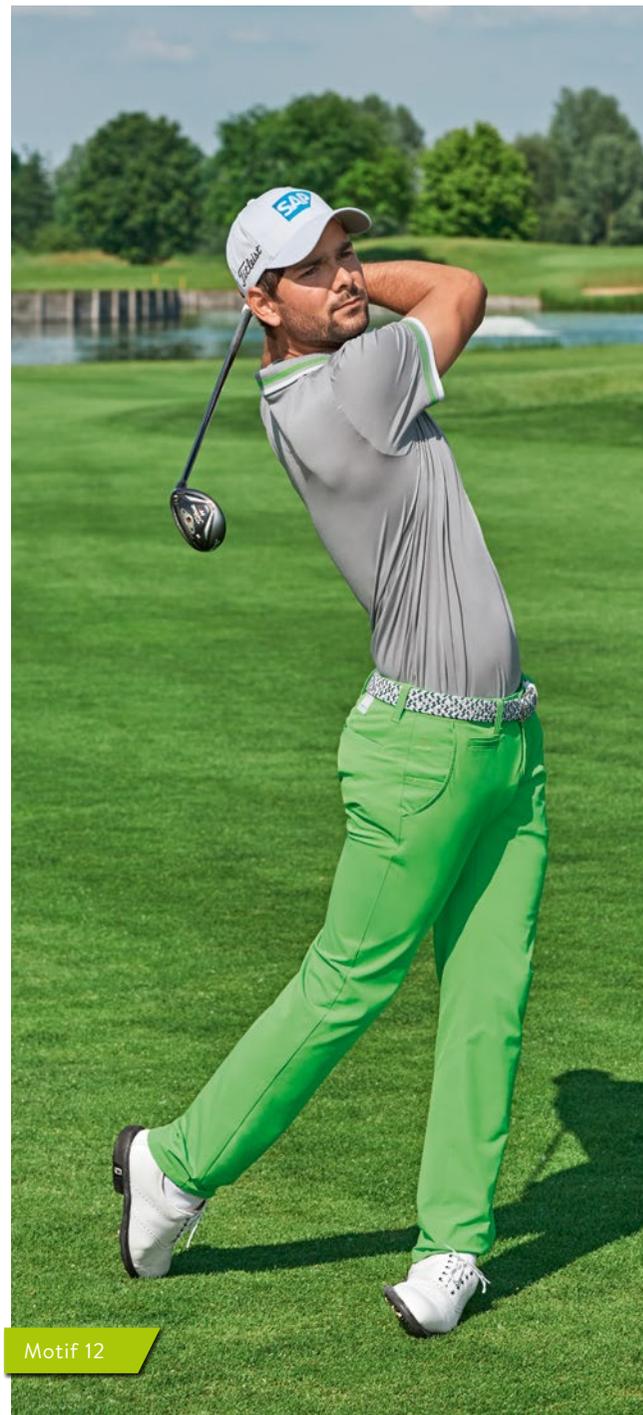




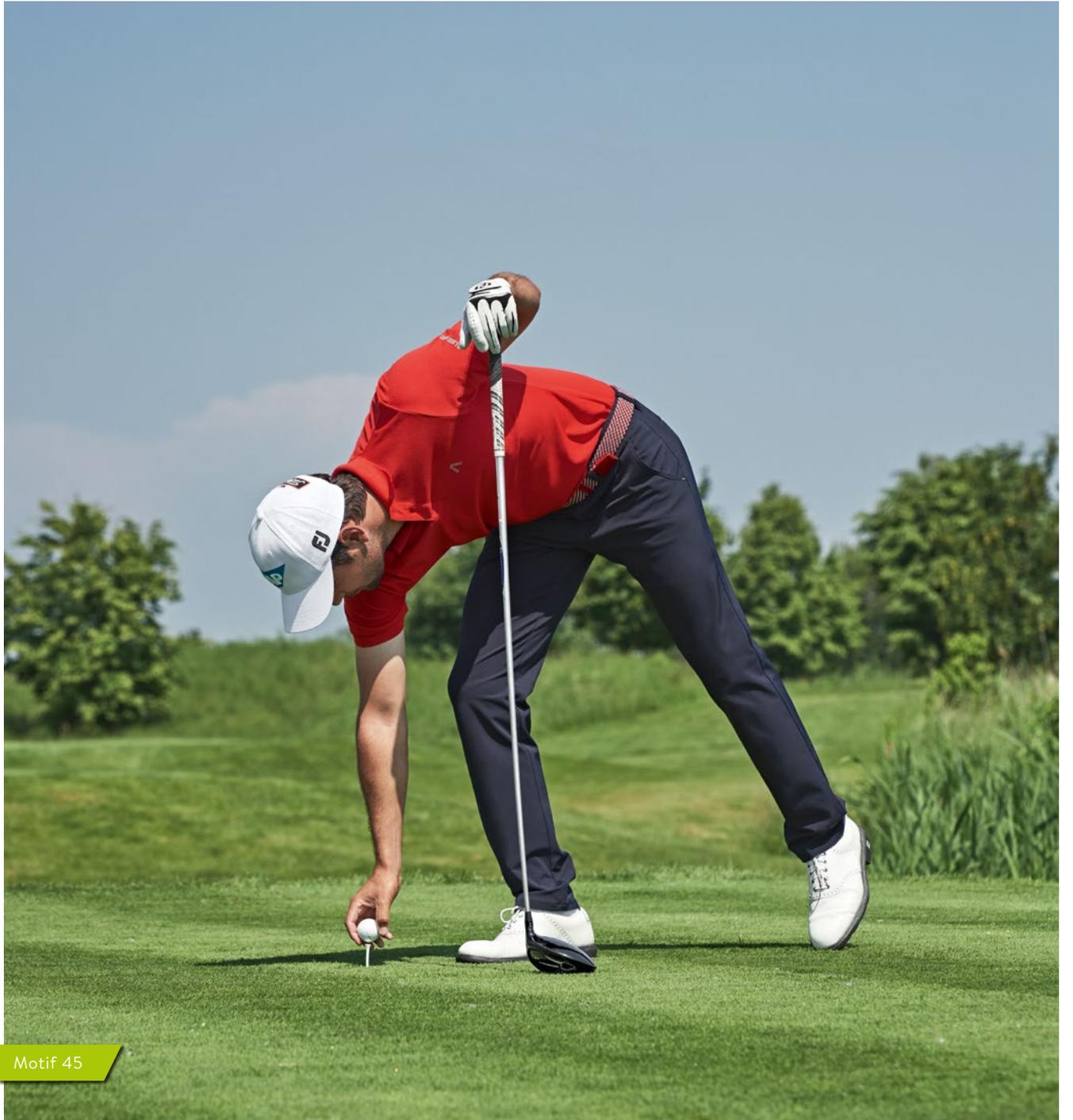
Motif 34



Motif 44

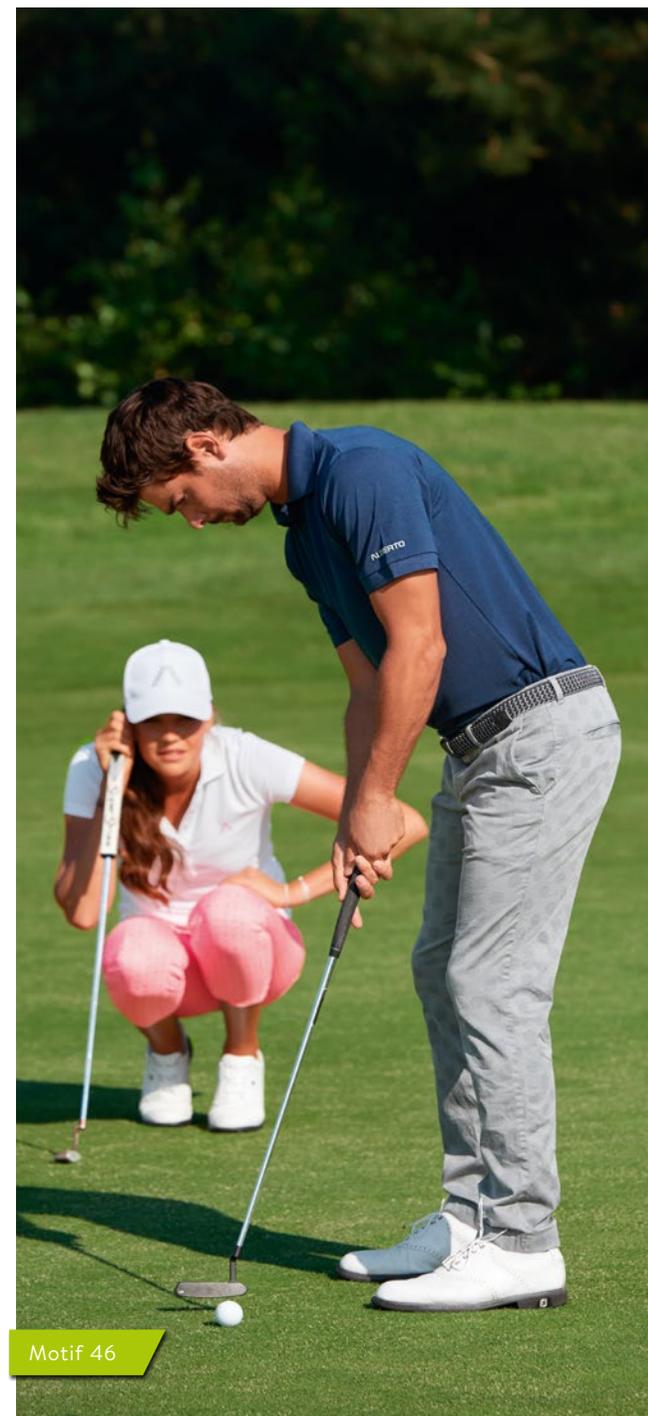


Motif 12



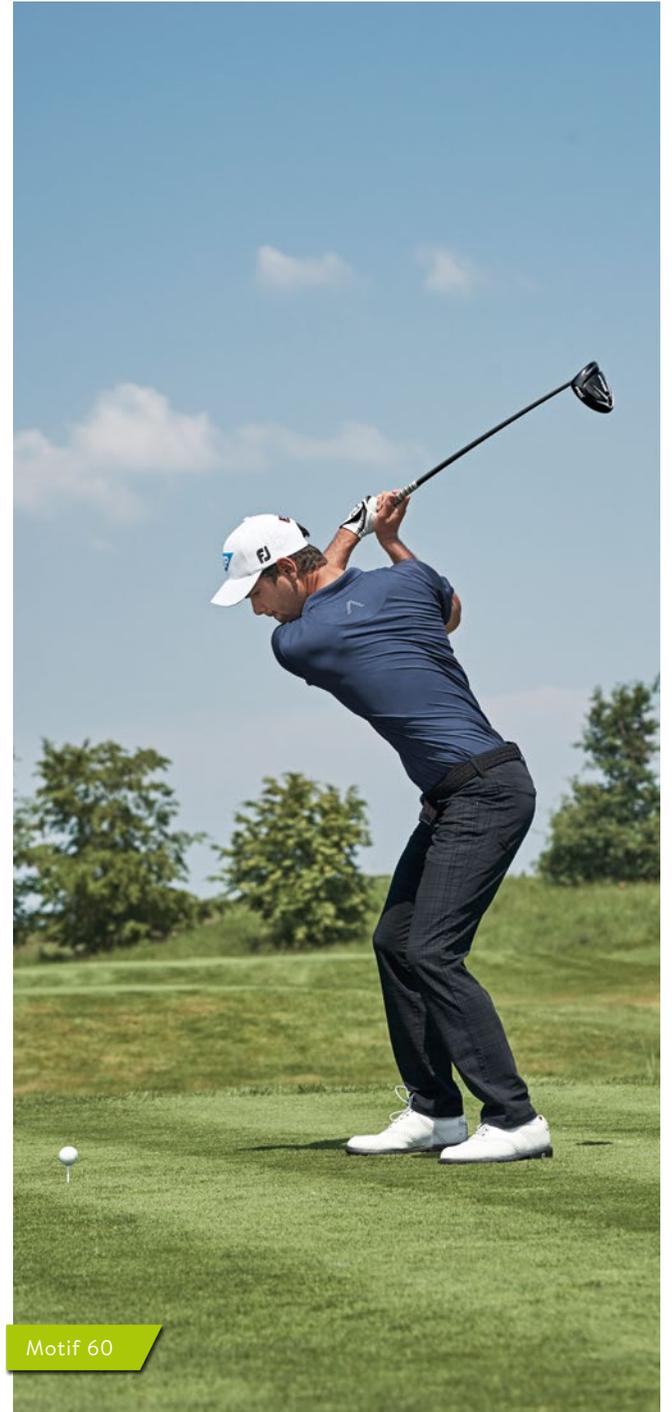
Motif 45

The **Waterrepellent Dots** are completely new to the range. The pants, which are dyed in an elaborate garment dyeing procedure, come in a trendy all-over polka dot pattern and have a water-repellent finish. The **Waterrepellent Check** is also quite new. Here, classical check meets high-performance polyester qualities. And with green/red/white/grey on navy or green blue/grey on anthracite, there are two exciting colour combinations to choose from. With **Waterrepellent Fancy** it is all about small patterns with a big effect. For summer the emphasis is as much on subtle gradations of grey as on abstract stripe designs and decorative elements. The Waterrepellent range is completed by the **Waterrepellent Print**. Here muted base colours provide that elegant look, and contrasting prints in shepherd's plaid, stripes, check and minimalistic designs lend fashionable sophistication.





Motif 59



Motif 60



Motif 24



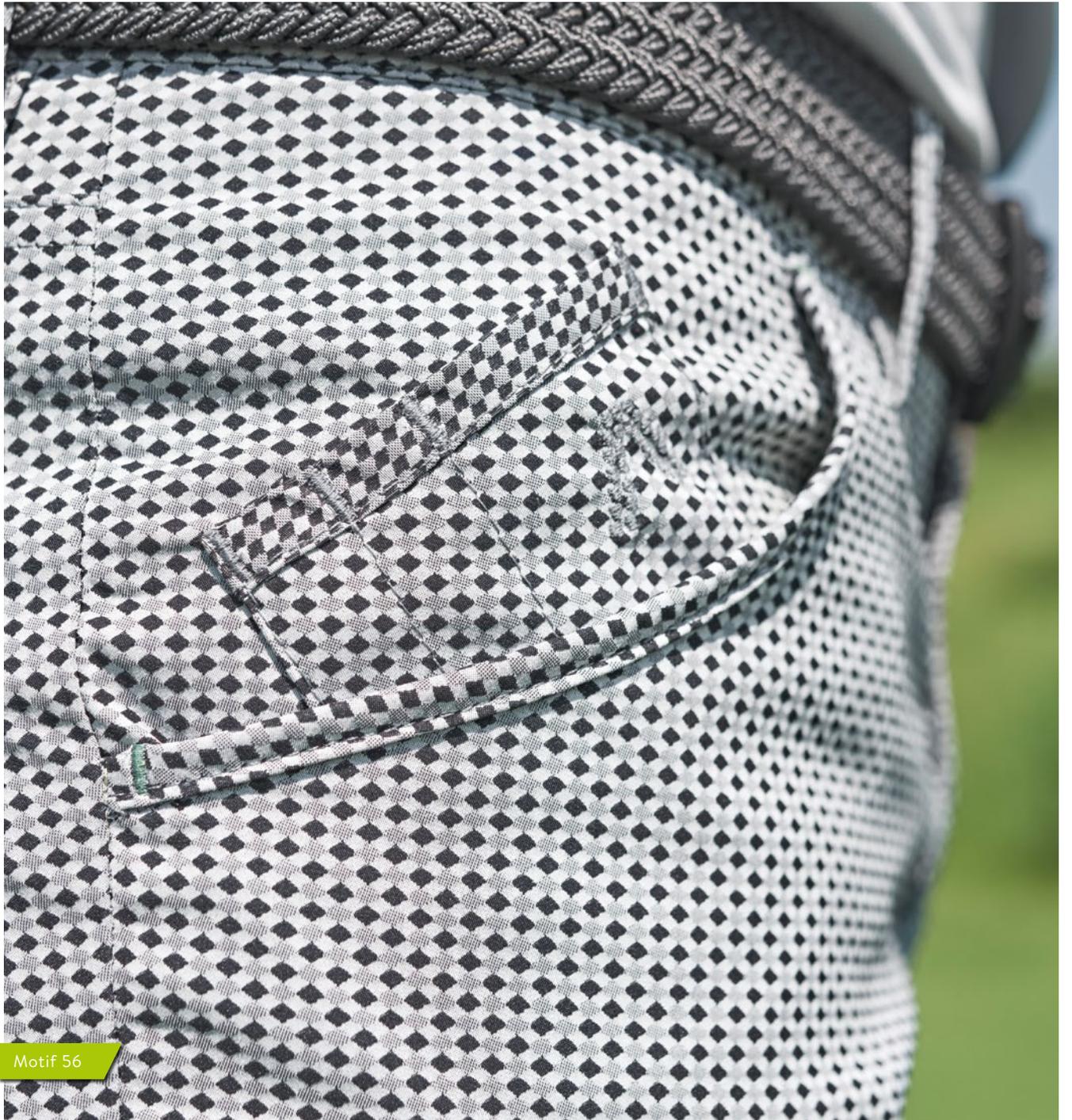
Motif 62



Motif 61



Motif 57



Motif 56

Cool, light and eco – with **ecorepel**<sup>®</sup> the game on the green even gets a bit greener. This is not only due to the completely ecologically degradable water and dirt repellent finish. It's also thanks to the avoidance of environmentally harmful fluorocarbons. Its extra-high stretch content guarantees it's extremely comfortable to wear and the broad colour choice keeps you looking cool.





Motif 04



Motif 65

## INTERPLAY OF COLOURS

Fine checks, relaxed stripes, elegant shepherd's plaid, abstract minimalism and cool dots – next summer will be one of exceptional contrasts. It's not just the **design patterns** that see to this, but the extra-broad colour range as well. Muted natural tones like khaki, grey, olive, beige, marine, black, camel and navy meet with powerful light blue, yellow, orange, steel-blue, white, lilac-blue, strawberry, turquoise and neon green.



Motif 01

**ALBERTO**  
*Golf*

## ALBERTO GOLFWOMAN

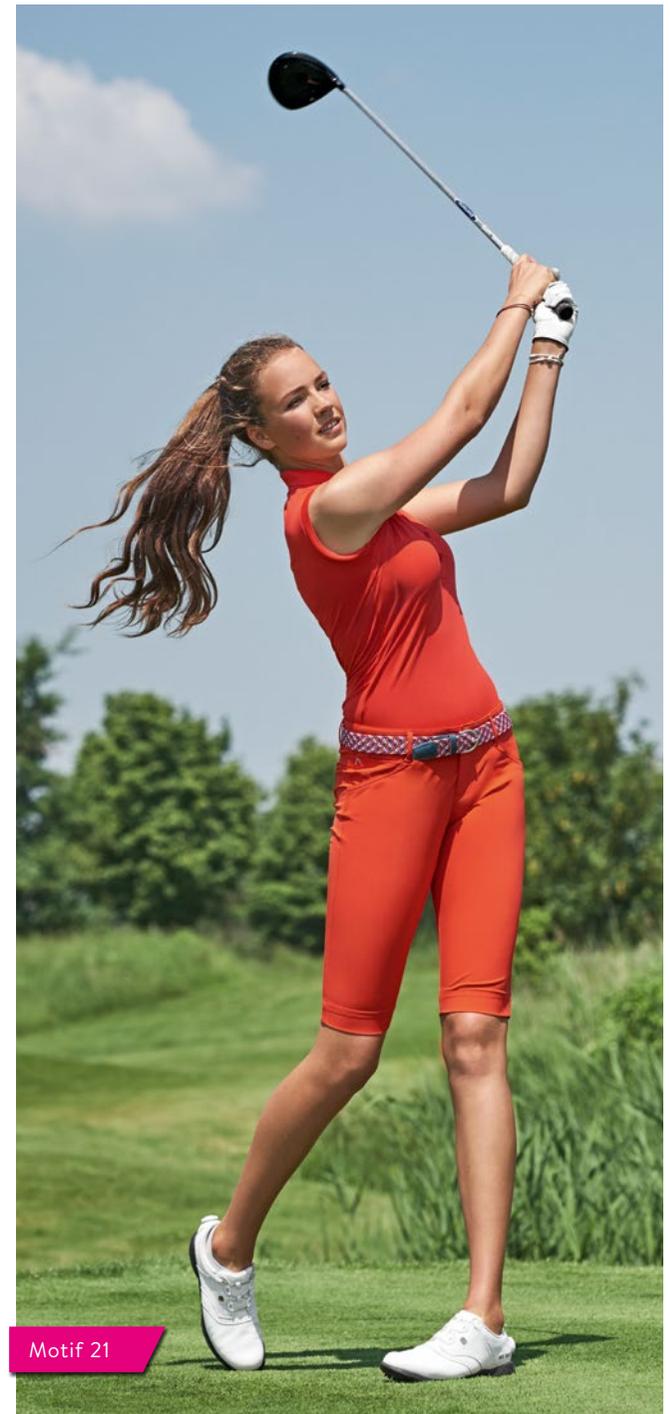
Smart and style-conscious on the greens? Not a problem with the pants' styles from ALBERTO Golfwoman. Here is an overview of next summer season's must-haves.



Motif 32\*

\*Nummerierung bezieht sich auf die Bilder im Pressebereich – [pressearchiv.alberto-pants.com](https://pressearchiv.alberto-pants.com)

Perfect shape and unbeatable features – the **3xDry Superfit Cooler** has long since proved itself as a truly exceptional talent both on and off the course. And the facts speak for themselves: the bi-stretch gives maximum wearability and freedom of movement, the finish is both dirt and water repellent and completely breathable. In addition, thanks to the permanent moisture transfer from inside out, there is constant regulation of heat. The pitch black colour scheme as well as the anti-slip band in the waist and the right back pocket are real fashion head-turners.





Motif 22



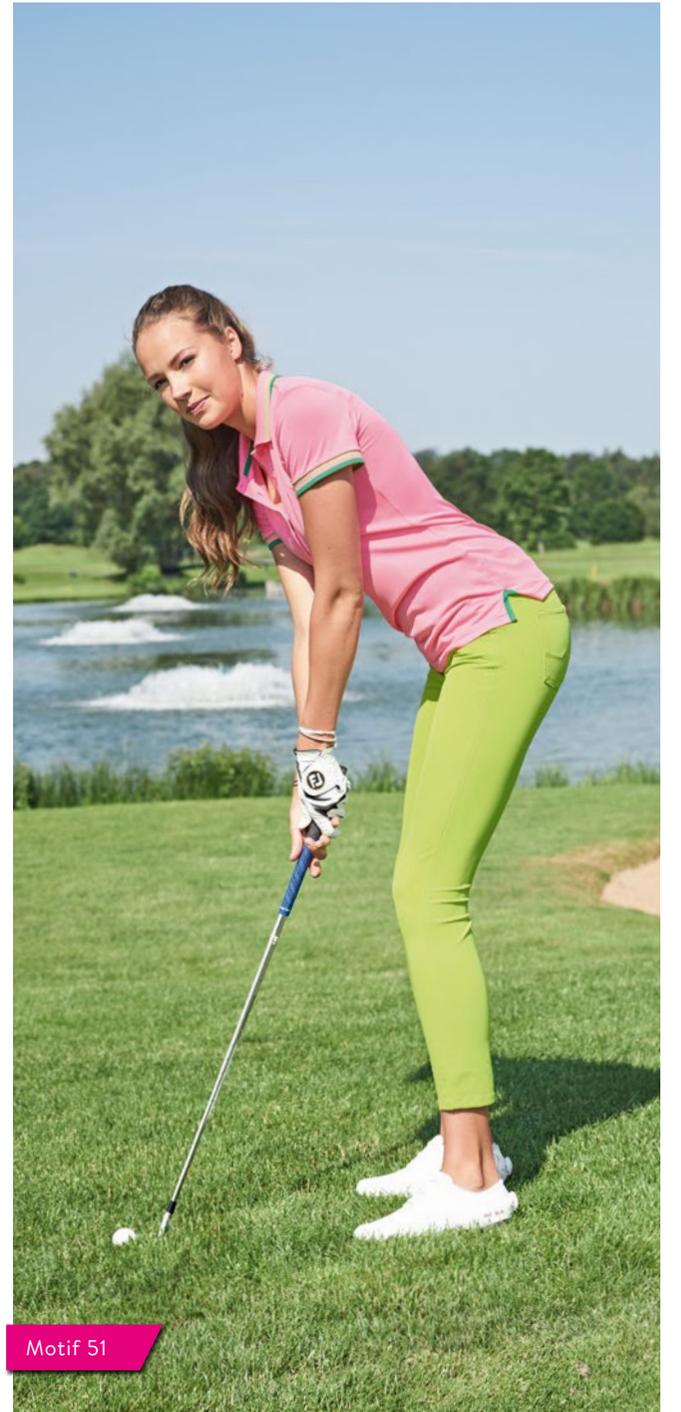
Motif 54



Motif 55



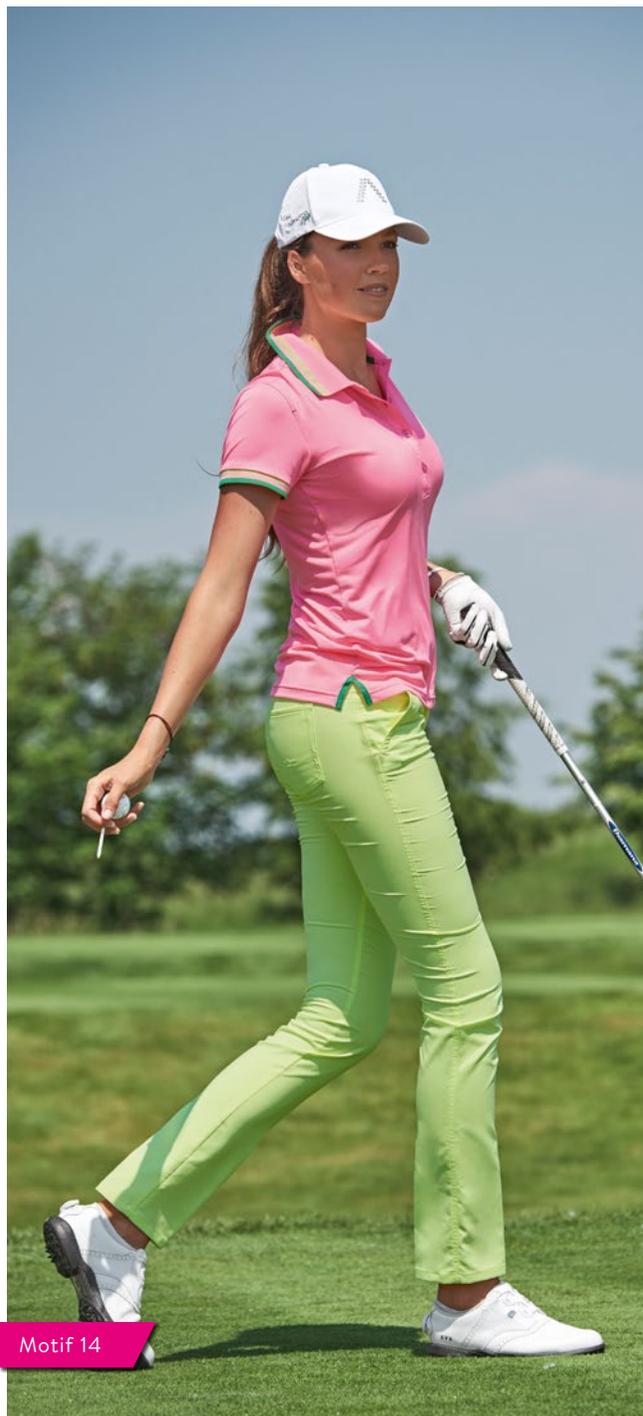
Motif 52



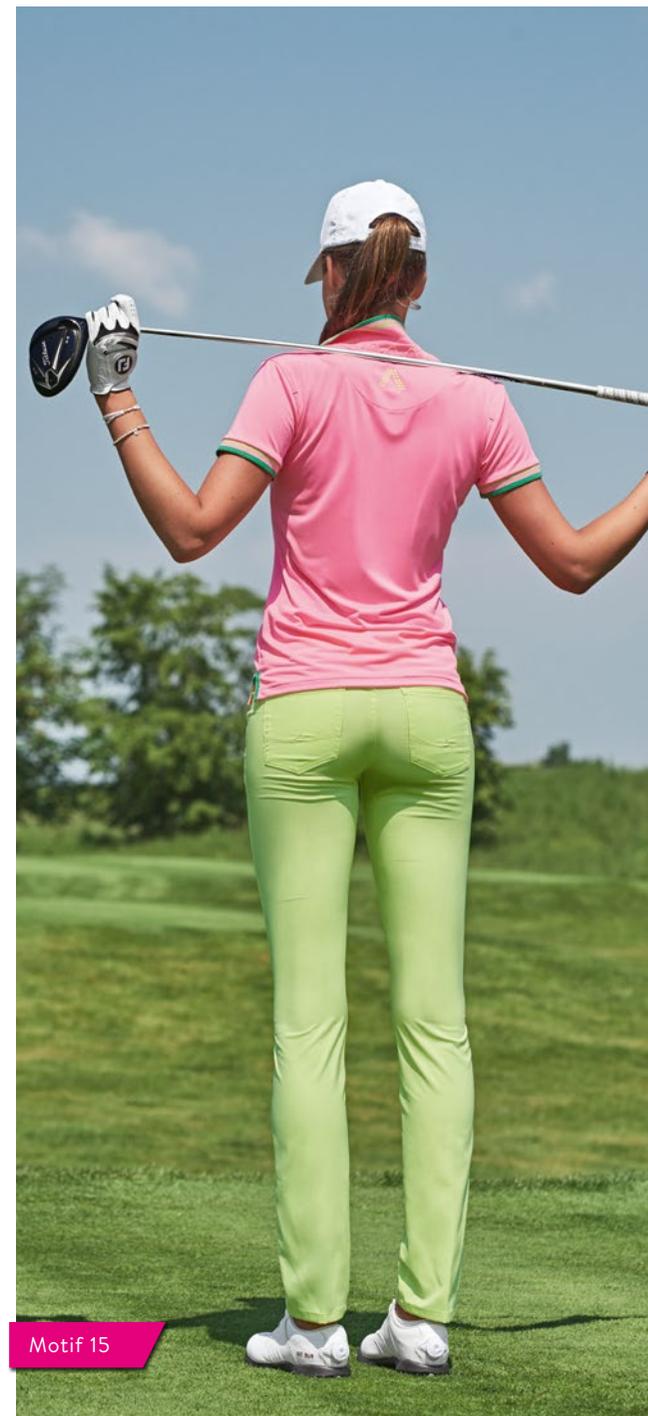
Motif 51

With the **Ceramica Super Light** another highlight of the collection comes on board. Its crease-resistant materials are extremely easy to care for and ensure a smart appearance at all times, while the high stretch content and its breathable and temperature-regulating finish take care of optimal freedom of movement on the greens. Special feature: the anti-slip band in the right back pocket.

ALBERTO's Golf Women's collection also puts more green on the greens. The water and stain repellent, breathable **ecorepel®** finish is completely biodegradable. Moreover, absolutely no environmentally harmful fluorocarbons are used. The anti-slip band in the right back pocket emphasises functional features.



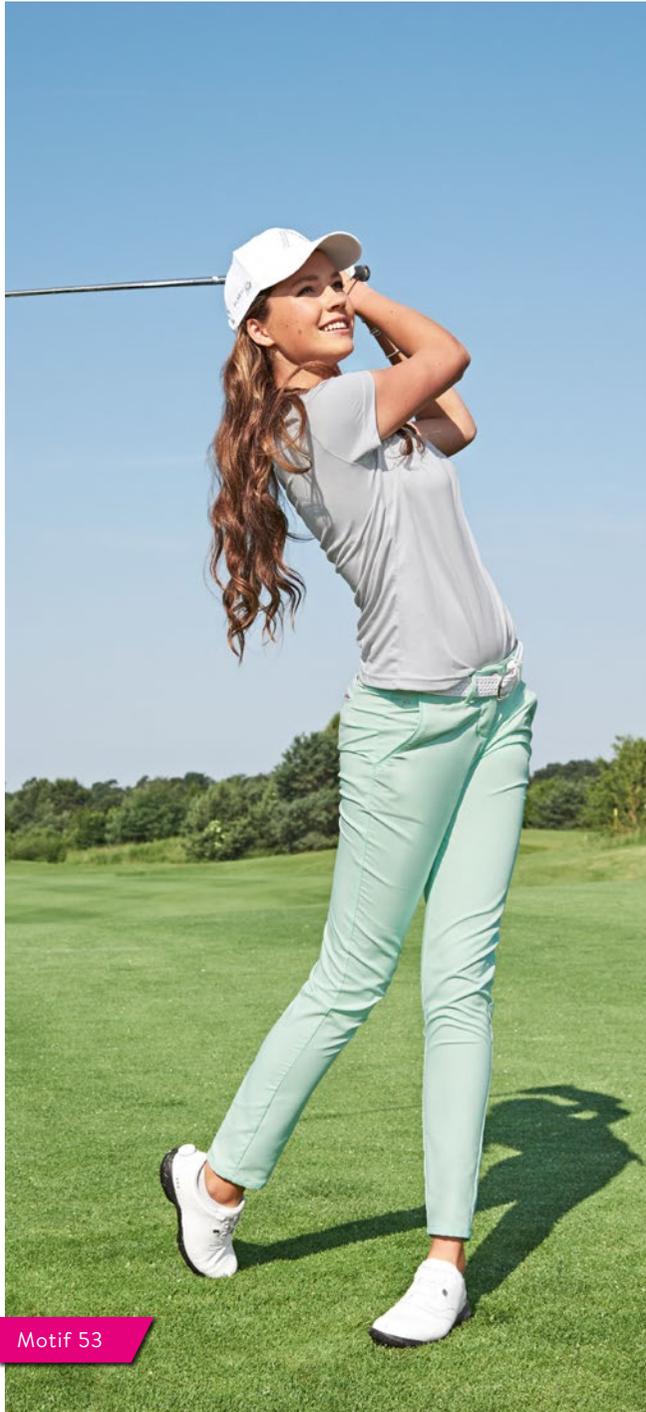
Motif 14



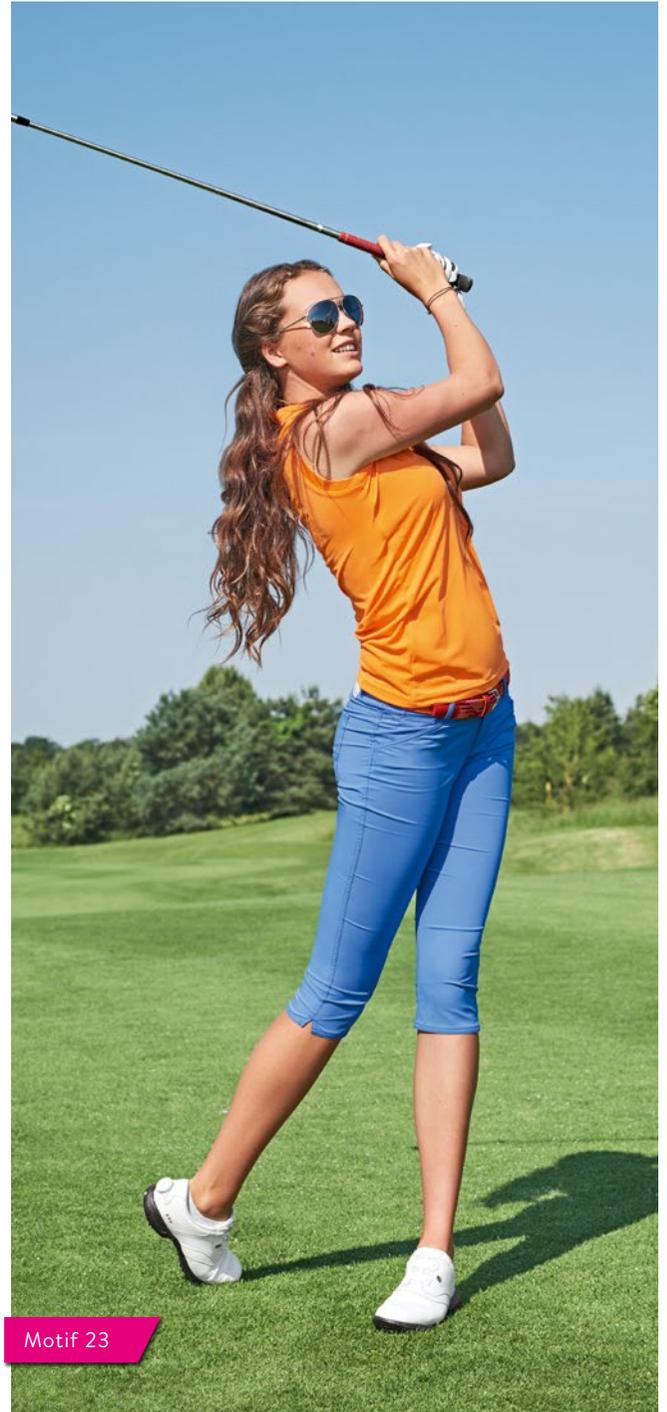
Motif 15



Motif 16



Motif 53



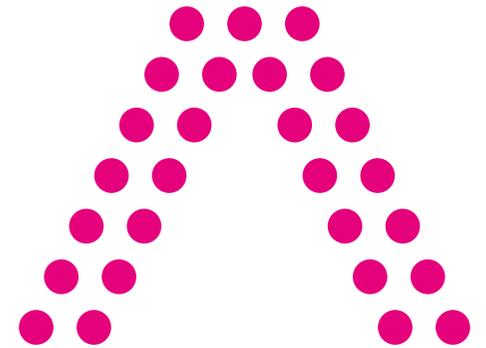
Motif 23



Motif 11



Motif 13





Motif 06



Motif 07



Motif 05

## COLOUR THEORY

Bright yellow and green, various shades of red and blue, extrovert neon colours and as a contrast, sober black, olive, grey and white – the colourful golfing summer comes with an emphasis on many shades. Extravagant, psychedelic **floral prints**, abstract **animal designs** and subtle **minimal patterns** are truly eye-catching.



Motif 38



Motif 36



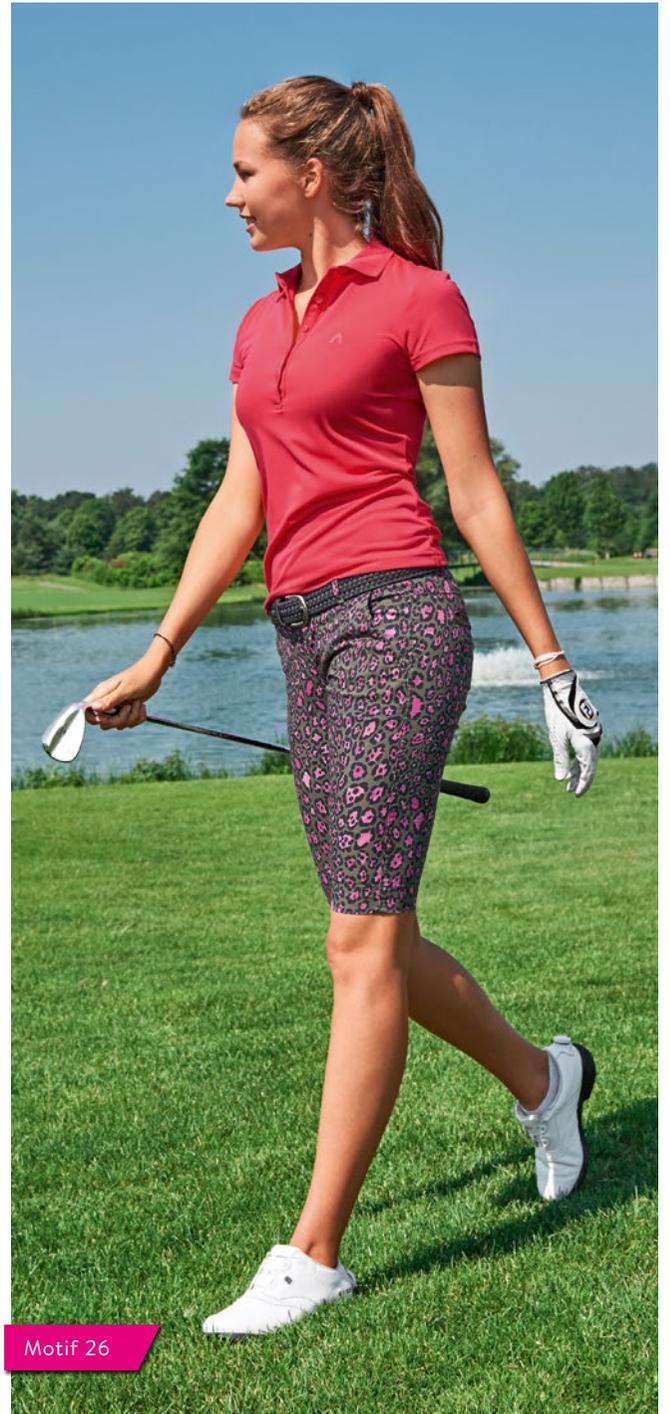
Motif 37



Motif 09



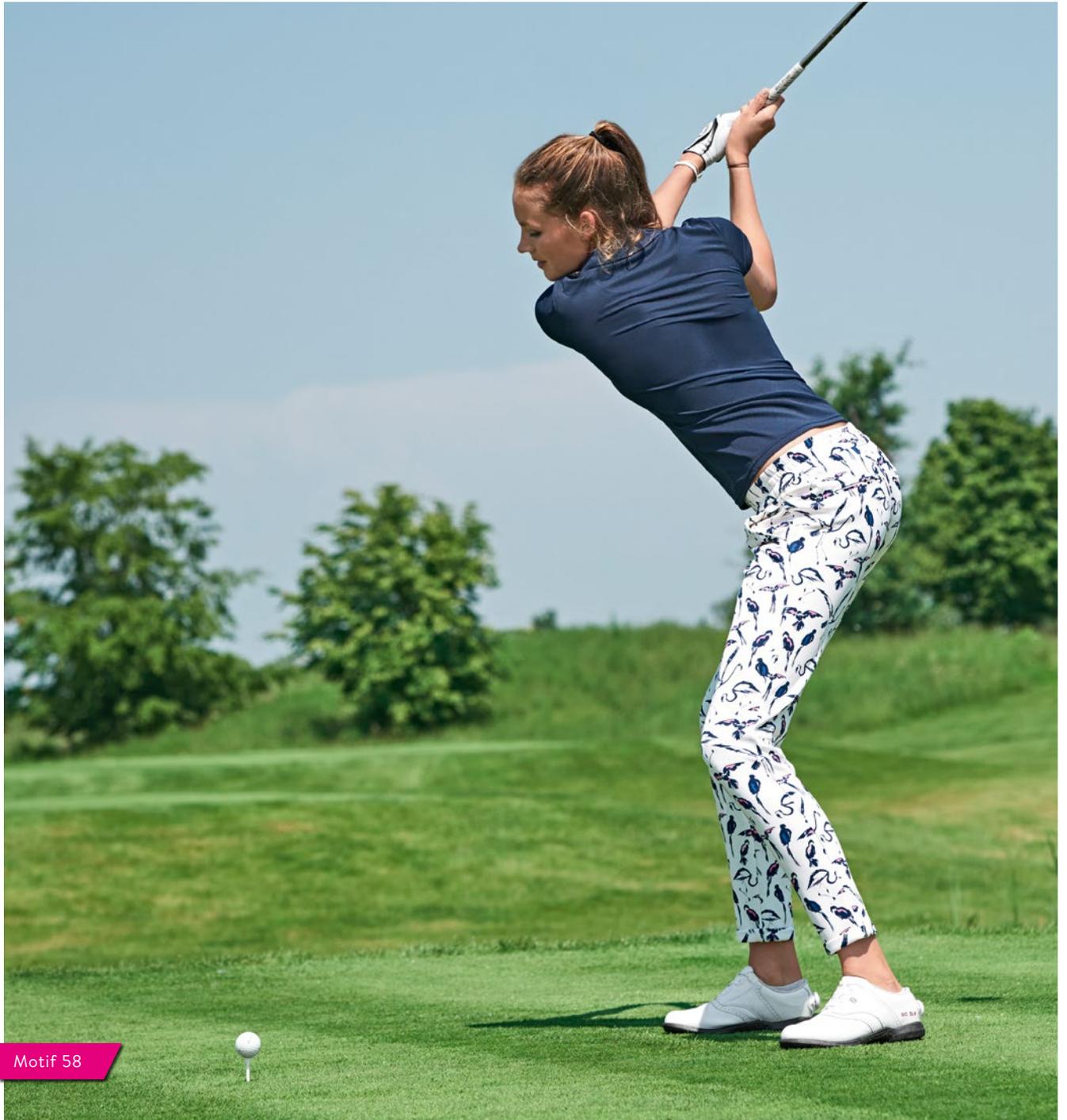
Motif 39



Motif 26



Motif 41



Motif 58



Motif 50

Text and images are available to download at:  
[pressearchiv.alberto-pants.com](http://pressearchiv.alberto-pants.com)

FOR ADDITIONAL INFORMATION:

hopfer PUBLIC RELATIONS

Mona Meier, proprietor

Panoramaweg 6 | D-78727 Oberndorf a. N.

Fon: +49 74 23 / 875 87 52 | Fax: +49 74 23 / 871 71

[mona.meier@hopfer-pr.de](mailto:mona.meier@hopfer-pr.de) | [www.hofer-pr.de](http://www.hofer-pr.de)

ALBERTO GmbH & Co. KG

Marco Lanowy, Managing Partner

Rheydter Straße 19 – 31 | D-41065 Mönchengladbach

Fon: +49 21 61 / 8192 53 | Fax: +49 21 61 / 819 29 53

[lanowy@alberto-pants.com](mailto:lanowy@alberto-pants.com) | [www.alberto-pants.com](http://www.alberto-pants.com)

In 2004 an airplane started out for the USA – and with it began the success story of the ALBERTO golf collection. On board: the two managing directors Georg Walendy and Marco Lanowy. In the luggage: no end of creative ideas for a modern, functional golf collection. In the States, Walendy and Lanowy were expected by golf pro Alex Cejka, who at the time was attracting attention by wearing ALBERTO pants on the course rather than golf trousers. Thus, fueled by enthusiasm for the designs in the men's collection, a promising cooperation with the men's fashion label came about, and ALBERTO took on the challenge of livening up the sportswear market. A quite special golf wear line was created, not only thanks to its long years of fashion expertise, but above all due to the development and use of innovative materials. The golf wear stands out thanks to its unusual designs, perfect cuts and completely new features. Since then the label has firmly established itself – golfers recognize the functional and expressively fashionable golf pants and shirts from Mönchengladbach.