



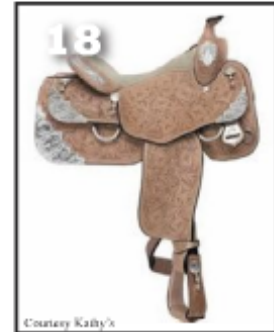
**7**  
Designers are showing riding wear that goes from "in the saddle" to "on the street".



**8**  
Our exclusive Durabreathe™ fabric is combined with GripStretch™ panels for a unique, athletic, figure-flattering look found in the Kerrits Breathe Tight II Fullseat Riding Tight.



**14**  
Find the most flattering halter cut for your horse!



**18**  
Purchase the best quality tack you can afford and be smart about your tooling and silver options.

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### On Our Cover

Cool, comfortable show tops in beautiful fabrics take the prize in 2011. Hobby Horse's Horizon Limited Edition tunic pairs bold color with slenderizing vertical lines of sequins and faux crystal trims.

*Photography by Hobby Horse Clothing Company, Inc.*

2011 English Fashion Forecast

# Denim Rules!

*Contributed courtesy of Deborah McKenzie, Charlotte's Saddlery*

The equestrian apparel scene for 2011 is exploding with hot new trends and looks! Designers are showing riding wear that goes from "in the saddle" to "on the street".

Denim is a strong leader in this new wave where fashion meets function. Women's full seat, euro seat and knee patch breeches are now available in stretch denim in conventional navy as well as black. Styles can be low rise with wide waistbands or traditional 5-pocket with belt loops, front zip, and back yoke. Details such as contrast stitching on pockets and seams add authenticity. For the younger set, kid's stretch denim breeches offer features such as cute pony embroidery or contrast stitching on front and back pockets.

Tall boots are styled to be suitable for casual or riding wear. Features such as side zips, contrast stitching, tasseled zipper pulls, accent buckles, and waterproof materials combine to give you boots that go from the stall to the mall in a hoof beat!

Horse Clothing continues to keep up with all the trends as well. Turn Out Blankets and Sheets provide ultimate freedom and high tech protection for your equine partner by offering breathability and waterproofing in fashionably friendly fabrics and materials with designs from conservative solids, traditional plaids and sleek stripes to the latest retro and psychedelic looks! Nylon "Designer" Halters and English Saddle Pads are available in every color of the rainbow and patterns that range from snappy plaids to hot rod flames. Western Saddle Pads are available in every color and pattern from basic to bling and offer features such as non-slip, breath-



**NEW Ariat® Peek-a-Boo Denim**  
Relaxed and Easy - Relaxed Through the Hips - Low Rise - Straight Leg Meant to Cuff

able, and machine washable. Protective leg wear for horses keeps up with ongoing fashion trends in all the current colors to co-ordinate with the in vogue horse clothing!

Riding Helmets now meet the SEI/ASTM safety standards, with the exception of Hunt Caps, Top Hats, and Derbys. Easy-to-clean materials, lower profiles, dial fit systems and more ventilation integrate innovation with safety and style. The Charles Owen GR8 and Ayr8 are popular models in the show ring with the GPA Speed Air Evolution a strong favorite with the serious Jumpers.

Schooling Helmets continue to be available in a wide range of colors. Purples and pinks still hold their appeal for the younger riders while the new sophisticated shades of browns will certainly catch the eye of adults. Truxel and Ussepa have introduced fashionable graphics to some of their products to add more interest. Truxel's Helmet designs for Western riders include the Cheyenne Rowdy with its premium leather finish and standard hat sizing.

With the new ruling by the USDF, Dressage riders must wear protective headgear while mounted on a horse with the exception of those riders age 18 and over while on horses competing only in FEI levels and tests at the Prix St Georges level and above. IRH has added Navy to its line of Show Helmets to accommodate Dressage riders so that they may comply. Other companies offer this color as well, including Charles Owen and GPA.

English Show Clothing remains predictably conservative. Three button, double vented Hunt coats are navy, dark gray, or black and the four button, single vented Dressage coats are black or sometimes navy. However, show shirts will always see new colors each season. Muted shades of pink, blue, and lavender are options but traditional white is still the most popular color choice for shirts. Coolmax continues to be a favorite fabric for riders in our region. Children's show shirts start as



Kerrits Denim Bootcut Riding Tight

Tack & Apparel

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Continued on page 13

**Tack & Apparel**

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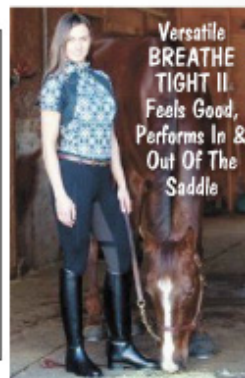
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Multi-tasking abilities aren't a notion at Kerrits Equestrian Apparel – they're a requirement. And the clothes they make? They'd better follow that lead. Functional. Comfortable. Shaping.

Practicing this mantra to design comfort and confidence-driven apparel, the design team at Kerrits constructed the Breathe Tight II to perform with optimal comfort and versatility. Sensible, stretchy and flattering, this fullseat riding tight is made to move gracefully through all elements of the ride, using unique construction and fabrics that enhance every aspect of the experience.

"Riders spend just as much time preparing for their ride as they do actually on the horse," said Kerrits founder, President and rider Kerri Kent. "Pants have to function and feel good in and out of the saddle."

Taking a creative and subsequently cost-effective approach, the peak-performing Breathe Tight II achieves its unprecedented ergonomic, flattering fit by directly sewing its multiple panels together via smooth, no-chafe flatlock seams. This innovative construction saves fabric (thus the appealing \$99 price tag), while also offering low-bulk, movement-friendly performance and comfort with every stride.

Unlike more restrictive traditional fullseat breeches that can ride up too high or pull too low, the Breathe Tight II solves comfort conundrums on and off the horse by joining wicking DuraBreathe™ or Channel Rib™ panels with soft, breathable Grip Stretch Suede™ (Kerrits' incredibly durable and washable proprietary fabric). This winning combination keeps riders dry and comfortable without ever losing their grip, and allows a smooth transition through the crotch line – bringing greater breathability and mobility to a typically sensitive area for fullseats. ➤

### English Fashion Forecast Cont from page 7

low as \$19.95 and adults at \$29.99.

Riders still love the wonderful high tech fabrics offered in many styles of Breeches. The recent introduction of leg bottoms that fit any length or shape of calf or lower leg have been received very well by riders in all disciplines. Hunter/Jumper riders still prefer the low-rise knee patch style in shades of light beige. They are still showing more interest in side zips rather than front zip. Dressage riders will always opt for the full seat in assorted colors for schooling and always white for showing.

Brown or black zip or lace Paddock Boots combined with Half Chaps provide comfort and function for schooling or recreational riding. Ariat's new Volant collection features a zip paddock and a tall boot that has the technology to ensure peak performance with the comfort of athletic footwear. The tall boot comes with either a back or front zip! In the show ring, Hunter/Jumpers are turned out in Field Boots while the Dressage riders complete their look

Saddle pads come in every color!



with a Dress Boot. Tall show boots are always black and are available with back zips for ease of getting in or out of the boot. In keeping with the latest trends, Tuffrider offers a Field Boot and a Paddock Boot that features contrast stitching, giving a more custom look for the fashion forward crowd.

Designers and Engineers in the Riding apparel industry continue to commit to providing the equestrian community with innovative and high quality products without compromising safety or style.

Here at Charlene's Saddlery we will always try to offer our Customers as wide a variety of those products as possible, without compromising our excellent customer service and value for money. ☺

### NEW PRODUCT!

#### VenTECH Standing Wraps

Who hasn't worried that they've bandaged their horses wrong? Is it too tight, too loose? As many horse owners know, their four legged friends are very prone to bowing tendons or soreness as a result of even slight discrepancies in standing wrap pressure.

Why not take the guessing out of standing wraps and save yourself some time while you're at it? The Professional's Choice VenTECH™ Standing Wraps are an easy solution to wrapping. Because these plush fleece wraps come in one piece, they greatly reduce the risk of over tightening, causing harm to your horse. Instead, the VenTECH™ ventilated, limestone-based neoprene conforms to your horse's leg while the porous inner lining allows heat and moisture to escape. These wraps are great for injuries, strains and can even be used for shipping. ☺



### Innovative Product

#### Kerrits Announces Release Of Slender Rider™ Undergarments; Giving Shape To Equestrian Riders

Riders can now experience shape and control with seamless technology under riding tights and breeches. Kerrits Slender Rider™ Collection was developed to slim and support equestrians of all disciplines; offering compression, while maintaining a smooth, lightweight and breathable construction. The effect is a flawless and streamlined appearance, both in and out of the saddle.

Kerrits President and Designer Kerri Kent says, "Riding is balance in motion. My goal in designing the new Slender Rider™ Collection was to create an effortless balance of support and attractiveness in our most challenging areas. I want women to feel confident in the saddle as well as out. Our unique zonal knit construction targets areas, while slimming and shaping where women riders want it most."

The ¾ length Capri features a soft wide waistband for abdominal and lower back support, eliminates bulk under boots and stays in place. The compression Tank is designed to manage moisture, shape the midriff, hug curves, and give extra support for the feminine silhouette. The Slender Rider™ Collection is infused with Dry & Seamless™ Technology. The "smart" fibers move moisture to the fabric surface and speed the evaporation process; crucial to keeping the body dry and comfortable. ☺



### Tack & Apparel



### Pocket the Performance

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