



with fundamental layering principles," Rudolph says.

Over at ever-inventive JPC, marketing and sales associate Meghan Ball says JPC's new Baker Breech Collection is a hit with customers. No wonder: These high-quality fashionable breeches come in five different styles that feature the original Baker plaid. They look just so snappy and sleek.

"We've partnered with the world-renowned Baker blankets—the blanket that everyone wants—to design and construct breeches in the famous quality, traditional good looks and durability of Baker blankets."

JPC's Baker Elite breeches are great for riding year-round, Ball says. "The high-compression material and light fleece lining in the seat of the Baker Schooling Breeches fit chilly fall days. The Baker Soft Shell Breeches are also great for fall and winter with their wind-proof, water-resistant material."

Elegantly traditional, The Raleigh Show Coat from JPC's lengthy Equine Couture category scores high with super-stretch technical fabric for comfort and drape in black or navy with super suede collar and antique brass horse-head buttons.

JPC Founder and polo enthusiast Varun "Timmy" Sharma's dedication to quality, comfort and affordability, as part of the equestrian lifestyle, has propelled JPC to become the world's largest manufacturer of rider apparel.

Ever-enduring, practical, yet fanciful **Kerrits** remains committed to functional riding apparel solutions for the active equestrian lifestyle, evolving performance equestrian apparel since 1990. Founder Kerri Kent aims to produce what riders want by maximizing social media, asking them point blank what's most important in their active equestrian lifestyles. Her new-for-spring Slender Rider compression undergarments address function while being comfortably slenderizing. The smooth, seamless Capri pant and tank top are "wear- anywhere," says Kent. "Yoga or stretching, store, and of course barn—even for feed-

Top Left: JPC Baker breeches
Center: Cargo Jacket from Kerrits
Above: FITS denim breeches

ing. It's about managing the transitions of a rider's full day." Top the duo with a big shirt or riding clothes and you're minimizing inefficient clothing changes.

"It's about being cost-effective," Kent asserts, "plus environmentally friendly, with long-term choices in fabrics and threads that last when they go in the washing machine."

This season, riders rave about versatility pieces such as waterproof Kerrits Knickers that protect show breeches "until" in-gate time, with full-length side-zips for use while in the saddle. Kerrits' Cargo Jacket sports a hood that fits over helmets and features an adjustable waist for flattering form fit.

Architects aren't the only professionals who know form follows function. Who knew we'd have so many thoroughly appealing choices? This is definitely not your grandmother's equestrian apparel any more.

From North Carolina, California and most frequently New Zealand, Stephanie Stephens contributes to international trade, custom and consumer publications and Web sites including TIME, National Geographic Traveler and The Boston Globe.

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