

APRIL 2009

Tack'n togs



INSIDE:

- Home Furnishings
- Retailer Profile:
Carol's Western Wear
- Eco Tanning
- Casual English Apparel
- Skin Treatments
- 15 Tips to More Sales

BXNGFGY *****AUTO***3-DIGIT 970
000001628689
MORIA REYNOLDS
KERRIT'S
PO BOX 1108
HOOD RIVER OR 97031-0038

\$193
00335
07823

Apparel & accessories

Mix and Match for Increased Sales

By Barb Kastens, Editor

Makers of casual English apparel created a buzz at the AETA International Trade Fair in Baltimore this past February—not only because of their stunning new styles but also due to the way that many companies have chosen to market their lines for spring and fall 2009. The key words for this season's lines are "mix" and "match," as designers create coordinating color palettes and styles that provide versatile options.

Take Horshware Ireland, for example. Its Newmarket Collection takes its palette from the colors of autumn. It's fun, yet stylish, incorporating stripes and solids in a line that completely interfaces with itself and includes clothing and tack items for horses. The same goes for its Horshware Collection, which is

still casual but with a little more traditional English look. It includes children's apparel that is as adorable as it is functional.

Kerrits has always been a master of the mix-and-match philosophy but took it one step further this year. The company created a catalog that has split pages, with shirts on the top and pants on the bottom. This ingenious little tool allows buyers to view different tops and bottoms together and decide for themselves what look they like best. Kerrits' collection is made by riders for riders and, as such, also includes features such as gussets that allow for movability and flat-seamed designs for comfort.

English Riding Supply got into the act with its brightly striped polo shirts by Mountain Horse that were made to mix

and match with color-coordinating items such as breeches, gloves and socks. Also available is a collection of breeches, tanks and jackets in color schemes that complement each other for that truly put-together look.

Being a manufacturer of both English and Western apparel, Ariat is boldly going where no clothing maker has gone before by crossing its lines. The company used the same color palette in its casual English apparel for fall as it did with its Western lines and then dressed all of its mannequins in the booth at AETA in a variety of ways. English breeches were matched up with Western belts. English vests were matched up with Western shirts. Because the colors coordinated, the result was a unique look that really worked.



Wardrobe Functionality

Kerrits designs many of its shirts using colors that will coordinate with a number of its selection of breeches. www.kerrits.com