



## For Immediate Release

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### What to Wear: Casual Equestrian Apparel from Palmetto Equestrian

In 2005, the founders of Palmetto Equestrian spent hours on the living room floor bagging and tagging the fledgling company's first season of merchandise and watching everyday people get fashion makeovers on the popular TLC show "What Not to Wear." The partners behind Palmetto Equestrian agreed that the apparel offerings in the equestrian world could use a makeover as well. Two years later, the company's vision to bring current fashion sense to casual equestrian attire has taken flight, and the distinctive Palmetto Equestrian logo and stylish designs can be found in tack stores from coast to coast.

According to Jessica Shuler, one of the company's founders and a former professional three day eventer, "Gone are the days of heading to the barn in baggy, outdated clothing. Today's riders want to look good in fashion forward, but functional clothing whether they are riding, heading to yoga, meeting a client, or going to class." Palmetto Equestrian designers scour current fashion trends and develop apparel that can perform well, show a sense of style, and flatter a rider's physique no matter what the venue.

The Palmetto Equestrian apparel line features classics items like tees and polo shirts, but infuses them with current cuts, colors, and fabrics. This spring, you'll see the addition of technical, wicking polos for women and men in great coastal colors as well as the splashy Zen Collection, tees and tanks with horsey phrases in gorgeous Asian characters. For young riders, Palmetto Equestrian has some great pieces like the dot jumper tee, which features a popular lettuce edge and a dreamy logo, and the seahorse raglan and short, a great outfit that has everyone at PE getting impatient for spring break at the beach. Look for Palmetto Equestrian in select tack stores across the country and online at [www.palmettoequestrian.com](http://www.palmettoequestrian.com). For More information, contact Jessica Shuler.



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