

TuffRider and Equine Couture Increase Sponsorship.

Equine Couture and TuffRider have been proud supporters of the HITS Horse Shows for several years. Now, the two leading equestrian apparel brands are pleased to take their partnership with HITS to the next level for 2016.



“We’ve had the pleasure of working with Tom Struzzieri, Chris Mayone and the rest of the team at HITS for a number of years,” said Timmy Sharma, President of Equine Couture and TuffRider. “All of the HITS shows are well managed and a perfect fit for our brands, with our products being extremely popular with HITS exhibitors. With that in mind, further elevating our sponsorship made great sense, and we are really looking forward to the 2016 season.”

Previously Gold Sponsors, Equine Couture and TuffRider have elevated their sponsorship to the Platinum Sponsor level for 2016. The brands will be providing winning riders of all circuit and mid-circuit championships with custom HITS embroidered saddle pads.

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In addition, Equine Couture and TuffRider sponsored events for 2016 will include \$10,000 Equine Couture/TuffRider Child/Adult Jumper Classics at both HITS Ocala and HITS Saugerties and \$50,000 Equine Couture/TuffRider Grand Prix events at HITS Thermal and HITS Saugerties.

The 2016 HITS winter circuits in both Ocala and Thermal began on Jan. 20th, and the \$50,000 Equine Couture/TuffRider Grand Prix took center stage in Thermal on Jan. 24th.

Equine Couture and TuffRider products are available at select retailers at HITS Ocala, Thermal and Saugerties all throughout the 2016 winter, spring and summer circuits. To learn more about Equine Couture and TuffRider as well as Henri De Rivel, all manufactured by JPC Equestrian, visit www.breeches.com.

New for the 2016 season, Equine Couture, TuffRider and Henri De Rivel are proud to unveil innovative products including preppy lifestyle inspired breeches, tech fabric show coats and Henri De Rivel's lightest, most supple saddle to date: the Minimus. The top-of-the-line saddle was conceived with the philosophy that "less is more," offering minimal interference between the rider and the horse's back, and it was already one of JPC Equestrian's leading products for the fall 2015 season.

Press release provided by HITS Horse Shows.