

based in either Europe or the United Kingdom.

While the bulk of the vendors at SPOGA offer English products, the rise in popularity of Western riding in Europe has bumped up the number of companies offering Western gear. More than 40 companies offered saddles, saddle pads, saddle blankets, bridles, reins and other products manufactured specifically for the Western market.

Innovation continues to be a hallmark of the tradeshow. Among this year's most unique products were leather riding boots that grow with the wearer and have a flexible size adjustment system and jodhpurs made from bi-elastic denim with a trendy, washed-out look.

Buyers at SPOGA are nearly as international in flavor as the exhibitors, and since this is the only tradeshow most will be attending over the course of a year, they tend to come ready to buy.

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Western saddles were displayed at the WI-Western Imports booth. Among American saddle brands at SPOGA were Billy Cook, Big Horn, the King Series from JT International and Longhorn.



Aigle International of France borrowed Lakota Sioux Indian models from South Dakota to help display the feeling of its new line of riding clothing.

