

[3] Children's chuckka from Double H Boots



[5] Charles Owen young rider's hat



[6] Horse stickers by AWST International



[4] Circle Y Youth Saddle



[2] JPC Equestrian classic four-pocket breech



[2] **Clothing**—Almost every equine retailer that has adult fashion lines also carries apparel for children. In both the English and Western worlds, there are numerous suppliers of everything from Western hats to breeches.

There are a number of challenges associated with children's apparel. The category can be huge, ranging from infant outfits to jeans and tops for teens. There's considerable territory between the two.

Retailers should choose which end of the spectrum they're going to stock, since it's difficult, without a great deal of space and money, to offer everything for toddlers as well as teens.

Some retailers choose a limited approach for each of the age categories and find that as long as the clothing is unique, it will have shelf appeal.

Besides unique, affordable is another major consideration for parents and grandparents shopping for their youngsters. Few consumers will pay top dollar for something their child may only be able to wear for six months before outgrowing it.

In addition, styles for children's wear range widely, and trying to ascertain which might sell in any particular store is a matter of luck and careful calculation.

*Western clothing for children is often made to appear similar to adult styles to promote family togetherness. Ruddock*

*Shirtmakers offers this girls' red horse and horseshoe print shirt with piping, starting with very small sizes. Young cowboys and cowgirls want to look like their parents, and their parents want them to look good in reasonably priced garments. (800)351-1077*

*Most retailers think of girls when they consider English riding clothing, but companies such as JPC Equestrian are beginning to play off the trend toward boys riding English. Their classic four-pocket breech for boys is constructed from fabric that is mostly cotton but combines microfiber and Lycra for comfort and durability. [www.jpcequestrian.com](http://www.jpcequestrian.com)*

[3] **Footwear**—Much like apparel, footwear for children can mean anything from baby shoes to competition Western boots and high boots. While some pronounced styles have been successful in the past couple of years, this sector of the footwear portion of the equine industry is probably the most given to whims, perhaps owing to the fact that most of the fashions are worn by 12-year-old girls.

Retailers would do well to consider first whether English or Western or some combination of the two is going to sell best. Then, there is no shortage of manufacturers to provide everything from the common to the unusual.

[2] Ruddock Shirtmakers