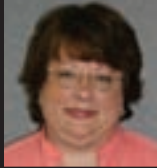




R I D I N G P O I N T




By Barb Kastens, Editor

Accessorizing a Lifestyle

Mainstream fashion that's currently in vogue in most parts of the U.S. is the product of a trickle-down effect that starts in the European fashion houses and moves to New York and L.A., hitting other large cities next and small-town America last or possibly not at all. This is also true of the specialty English riding apparel sector. Those who attended the Spoga Horse Spring Market in Cologne, Germany and the BETA International show in Birmingham, England this past February were provided with a sneak peek at the English apparel styles that will be entering the American marketplace over the next one to two years.

Casual apparel items seen in Europe showed a decided departure from anything that has come before. Fun additions and whimsical designs clearly announced that English clothing has come out to play. Polos sporting brightly-colored stripes are all the rage. Nearly every manufacturer offers a selection of hoodies, some with side pockets and others with kangaroo front pockets. Embroidery is everywhere: Polo numbers, company logos, brand names and intricate designs adorn fronts, backs, sleeves and pant legs. Classic European crests are big too. Huge, actually. Some manufacturers have even created their own elaborate company crests, which they place strategically, depending on the garment. This month, Fashion Break highlights this playful new trend, beginning on page 12.

Wearing specialty clothing isn't the only way your customers can declare their allegiance to the equestrian lifestyle. In the gifts and home furnishings segments of the industry, manufacturers offer "lifestyle-affirming" accessories for every room in the house. Many are branded with an unmistakable horse motif, while others rely on classic Western elements to convey their message. Almost half of our readers were identified in the last Tack 'n Togs State of the Market Report as carrying these items in their stores. If you're among them, you'll want to turn to page 18 to see the latest offerings in home furnishings. Even if you don't currently carry these kinds of items, I encourage you to take a look. You may be persuaded to start dedicating some space to them after seeing the variety of quality products that are available.

Editor-at-Large Dan DeWeese visited Bill and Jeri Jackson at Tri-County Feeds in Marshall, Va. for this issue's Retailer Profile. Their stunning new facility adds a beautiful equestrian accent to the Virginia countryside. Read the inspiring story of how it came to be, beginning on page 6, and get some tips on how the Jacksons expertly display their store's "lifestyle-affirming" selections. 

Barb Kastens

CORPORATE OFFICER

Publisher
Sarah Muirhead

EDITORIAL AND PRODUCTION

Editor
Barb Kastens

Associate Editor
Kelly Drobac

Editor at Large
Dan DeWeese

Business Editor
Jeff Jones

Advertising Production Coordinator
Sue Slominski

Ad Design Coordinator
Val Pombert

ADVERTISING SALES

Advertising Sales Manager—Eastern U.S. & Intl.
Stephanie Huss
Phone (952)930-4375
Fax (952)930-4362
Email shuss@tackntogs.com

Advertising Sales Representative—Western U.S.
Cindy Johnson
Phone (217)877-0913
Fax (217)877-9695
Email cjohnson@tackntogs.com

Administrative Assistant
Trish Diedrich
Phone (952)930-4357
Fax (952)930-4362
Email tdiedrich@tackntogs.com

Classified Advertising
Cory Huseby
Phone (952)930-4371
Fax (952)930-4362
Email coryhuseby@tackntogs.com

EDITORIAL & ADVERTISING SALES OFFICES

Miller Publishing
12400 Whitewater Dr., Suite 160,
Minnetonka, MN 55343
Telephone (952)930-4390
FAX (952)930-4362

WEB SITE ADDRESS

www.tackntogs.com

SUBSCRIPTION INFORMATION

Tack 'n Togs Merchandising (USPS 770960, ISSN 0149-3442) is published monthly by the Miller Publishing Co., 12400 Whitewater Dr., Suite 160, Minnetonka, MN 55343. All qualified subscribers receive the annual Buyers Guide, published in July, as part of their subscription. Additional copies are available for a price of \$50.00 U.S. funds. Subscription rates available to non-qualified subscribers: domestic \$50.00 per year; all foreign countries \$60.00 per year. Single copies of monthly issues: domestic \$3.00 per issue, all foreign countries \$5.00 per issue. Periodicals postage paid at Hopkins, Minn., and additional mailing offices. For subscription service, please call (800)441-1410 or email circhelp@tackntogs.com.

READER SERVICE

For information on products featured in this issue, visit our Web site at www.tackntogs.com and click on Advertised Products, or call (952)930-4390.

CHANGE OF ADDRESS

In U.S.: Postmasters, please send Form 3579 to: Tack 'n Togs Merchandising, P.O. Box 3017, Wheaton, IL 60189-9947. In Canada: Publications mail agreement no. 41480520. Return undeliverable Canadian addresses to Express Messenger International, P.O. Box 25058, London BRC, Ontario, Canada N6C 6A8

PRINTED IN THE U.S.A.

