

FEATURES

6 Fashion Break: Belts, Belts, Belts!

Belts are a great way to show off a rider's personal style, whether they're riding Western or English.

10 State of the Market Report

The 2007 State of the Market Report reveals some surprising and not-so-surprising results.

18 Hispanic Marketing II

Retailers from three different areas help explain ways they've found to attract this demographic to their stores.

20 Horse Health Gallery

A variety of different products to keep horses healthy and happy.

DEPARTMENTS

2	Riding Point	29	Show Ring
3	Perspective	30	Advertiser's Index
4	Industry In Focus	31	Classifieds
23	What's New	32	Through The Years
26	Industry News		

ON THE COVER

Left to right:

Women's brown turquoise belt from Durango has silver rhinestone edging.

www.rockybrands.com

Crystal and heart concho belt is from Justin.

www.leeginleather.com

One- to 1 1/2-inch silver belt from Kippys has peach-colored rhinestones. Kippys' camo belt has horse hair in a camo pattern with matching rhinestones.

www.kippys.com

Lady Luck belt from Wrangler features brown floral filigree with rhinestone edging.

www.chambersbelt.com

Brown Chocolate Vintage Heart belt with copper tint, rhinestones and heart-shaped buckle is from Justin.

www.leeginleather.com

One- to 1 1/4-inch green belt has dark and light green rhinestones. From Kippys.

www.kippys.com

Double J Saddlery's brown roan hair with rhinestone and crystal crosses has a crystal and copper buckle.

www.doublejsaddlery.com

Photograph by Kelly Drobac



Cover and features designed by Shelly Leone.



The Miller Publishing Company
1873-2008

In our third century of business communications.
Miller Publishing Company, part of Fairfax Media.