

Outback Trading Celebrates 25 Years

After a quarter of a century, Outback Trading is celebrating its landmark as a brand upon which outdoor enthusiasts have come to depend. The company started out with a vision and a single product, but quickly became a multi-faceted fashion organization.

“We are elated to be celebrating our 25th anniversary as manufacturers and distributors of quality, protective outerwear and headwear,” said Wilson King, president and owner of Outback Trading Company. “While our product line and fabrics have evolved and diversified over the last quarter of a century, as a company, we have never strayed from our original mission—to supply our customers with goods that would stand up against the worst mother nature can dish out while offering function and style.”

The company originally began as an importer of authentic Australian

gear, primarily the oilskin duster—a long riding coat that originated in the late 1800s to meet the needs of the early Australian stockman. During this period, Outback developed the Kodiak, seen by many as the original oilskin hat, and were also instrumental in helping create what the equine industry knows as the “Aussie Era.”



Over the next two decades, Outback expanded in many directions, including broadening its product line. The current line, which includes garments for men and women in technologically advanced fabrics, has had crossover appeal in the English

and Western markets, the outdoors industry and the mainstream apparel market. In addition, it has been competitive in the sporting goods industry and has had international success, particularly in Australia, New Zealand and Canada.

Outback's latest development is the new Performance collection of equestrian sport garments. The essence of this line is sportswear that has been reinterpreted for the outdoors enthusiast, featuring technical fabrics that are quick drying, antimicrobial, sun-protecting, waterproof and windproof, lightweight and breathable.

In addition, a full line of hats and caps, many offering anti-aging, sun shielding benefits, will continue to complement the apparel.

For more information or to set up a line review, call (800)932-5141, ext. 301, or visit www.outbacktrading.com.

Garland Toney Retires

English riding industry icon Garland Toney announced his retirement after 57 years in the equestrian business. Toney grew up in the Richmond, Va. area and was an avid horseman as a young boy. In 1950, he was hired by B. T. Crump Company, Inc. where he was employed for 22 years. Toney was involved in all phases of operations at Crump, including sales, manufacturing and development. He was then hired by Blue Ribbon International in Walsall, England, to oversee a sales force and factory of 32 employees in Shelbyville, Tenn. He was part of

the creation of the first Prix de Sautte saddle from B. T. Crump, and The Avanti and Prize saddles from Blue Ribbon.

In 1976, he struck out on his own and founded Saddlery Trade Associates, embodying all of his prior experience to provide the industry with the finest saddles and best values. At first, Toney traveled to Europe looking for leather goods. Over the years, he established such a respected reputation that soon people were coming to him.

“I made a great number of friends in my wonderful ride through my



Garland Toney

57 years in the saddlery business,” Toney said. He and his wife Arlene have four children, 10 grandchildren and 10 great grandchildren. Three of his grandchildren and one daughter have their homes on the couple's land. 🐾