



* PHOTO COURTESY OF THE WELLINGTON COLLECTION



*PHOTO COURTESY OF HORSEWARE IRELAND

EA Kids line, are providing kids clothes that are unisex to accommodate boys and girls. A boy's jacket is now available through The Wellington Collection as well.

There's an abundant supply of casual apparel, too, most of which appeals to kids in both English and Western disciplines. Wyo-Horse makes a cute assortment of equine-themed T-shirts and hoodies that can be worn in the stable or on a visit to Grandma's house. Tees, polos, sweatshirts and jackets are all part of Horshware Ireland's casual collection for youngsters.

Appealing to kids is a main priority for designers and manufacturers, but there is something else they have to consider: the parents. Parents want to support their kids in these challenging sports, but they don't want to break the bank. They want quality products that are functional, will withstand the vigors of being a kid and fit within their budget. A tall order to say the least, but there are ways of achieving this goal. The Wellington Collection's affordable Wash and Wear jackets are great for kids that compete just as hard as an adult, but need a jacket that can be tossed in the wash with other clothes and still look nice.

Mix-and-match apparel also helps parents stretch a dollar. Manufacturers suggest displaying themed items together to show products that can be matched or worn as separates. Displaying outfits using helmets, crops, chaps and boots shows the full picture and gives parents a visual of what their children will look like in the apparel. By offering a variety of selections, you give young shoppers an outlet for their individuality—one that they can share with their friends in the ring—both the two-footed and the four-hoofed kind.



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