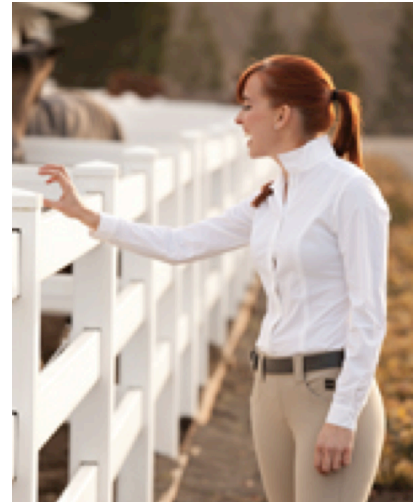


**FOR IMMEDIATE RELEASE**

## **CLAIRE SHOW SHIRTS BIG WINNERS AT THERMAL AND WELLINGTON**

(Portland, OR) A first of its kind tailored show shirt for the hunter/jumper rider from Fun In The Saddle (FITS) has attained instant success. Its popularity is evident at this season's show circuit where retailers report riders making multiple purchases over a period of days,



Like all FITS designs, the style has as its foundation technical innovation, starting with silk like, wicking nylon yarns built into a super lightweight fabric. Blended with Lycra® - known for its 4 direction stretch characteristics, *Claire* integrates lightweight, powermesh gussets under the arms for maximum ventilation.

"The shirts are literally flying off the shelves," claims FITS CEO, Sheryl Rudolph, who drew attention to the addition of white for this season. FITS, best known for its technical mastery of fabrics and their incorporation into equestrian apparel, prices the shirts at \$144. Rudolph adds: "This is only our second season for *Claire* and it is by far the fastest growing shirt in our collection." She points out that the shirts are fabricated for UV protection while remaining exceptionally cool.

FITS promises that the shirts are immensely comfortable featuring top stitched, chafe free seaming. Additionally the lightweight fabric reduces cumbersome bulk under show coats. *Claire* is available in sizes XS to XL at more than 140 fine retailers.

***For more information, smaller, larger or other images:***

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