

EQUINE COUTURE TEAMS UP WITH DEBBIE STEPHENS FOR SIGNATURE SERIES



Debbie caps off her signature collection with a show coat that is made with a unique 4-way stretch fabric. The use of this fabric allows for unrestricted movement during competition. A contrast suede collar and the same fleur-de-lis detailing that appears on the other pieces of this collection help the DS Show Coat stand out from all others.

Sponsored by Equine Couture, Debbie was excited to design her own signature series for the brand because, “I love high fashion that can be affordable, durable, and easy-to-wear when doing your job. Even after hours of riding, my Equine Couture apparel is still comfortable and looks good, which is what I want to offer with my signature series.”

Laurie Rockwell, Vice President of JPC Equestrian and designer of Equine Couture, agreed that Debbie Stephens was a perfect fit for this signature series. Rockwell said, “We have always been proud to have Debbie ride in Equine Couture apparel, so it was a natural fit to invite her to design her own Signature Series. Her eye for detail and understanding of what riders look for in show apparel allowed her to design a collection that was a perfect complement to our fashion forward brand.”

The Debbie Stephens Signature Series can be viewed in the 2011 JPC Equestrian catalog, as well as online at www.breeches.com.

About JPC Equestrian, Inc.

JPC Equestrian, Inc. is proud to offer affordable, high quality equestrian products. As the designer and manufacturer of TuffRider, Equine Couture and Jaipur Polo Company brands, JPC offers a wide selection of breeches, show apparel, outerwear, casual equestrian clothing, socks, footwear, horse clothing and saddles pads. JPC is also the distributor of Kingsland apparel, Henri De Rivel saddles and bridles, KEP Italia and LAS helmets, Carr & Day & Martin horse and leather care products, Himalayan Horse and Kentucky Equine Research supplements.

Drums, PA (April 19, 2011) – Equine Couture, JPC Equestrian’s fashion forward line of affordable apparel for horse and rider, is proud to introduce the Debbie Stephens Signature Series. Designed by the world renowned Grand Prix rider herself, this collection of show apparel uses innovative fabrics to combine comfort, fashion, and performance.

The Debbie Stephens Collection ensures riders are ready for the show ring by offering a complete outfit comprised of the DS Show Shirt, the DS Breeches, and the DS Show Coat. Made with Coolmax® to keep riders cool and dry under the warm sun, the DS Show Shirt and DS breeches each feature the subtle detailing of Debbie’s elegant fleur-de-lis design. The DS Show Shirt also features a built-in wrap collar.

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