# EQUINE COUTURE OFFERS PRACTICAL, FASHION FORWARD SNEAKERS

**D**rums, PA (June 17, 2011) – Equine Couture, JPC Equestrian's fashion forward line of affordable apparel for horse and rider, proudly introduces a line of casual footwear. Fashion forward like all Equine Couture apparel, this line of footwear is comprised of the Bits Sneaker and the Regatta Sneaker.

In addition to fashion, these sneakers were designed with comfort and practicality in mind. Both designs feature an elastic side for stretch, a molded insole for support, and a special non-skid sole for traction in both wet and dry conditions. Also, riders that wear these sneakers will find that the water repellant canvas used on these sneakers allows them to be worn in a variety of locations and weather conditions. They are perfect for use on or off the show ground.

While the Bits Sneakers feature a bit motif as the name would suggest, the Regatta Sneakers feature the recognizable horse and fleur-de-lis motif featured in the Equine Couture logo. Available in Men's (Bits Sneakers Only), Ladies' and Children's sizes, each design is available in light tan, military olive and navy.

These must-have sneakers can be purchased from retailers for the low MSRPs of $34.95 for Men's, $29.95 for Ladies' and $24.95 for Children's. Customers can find an online retailer or tack store near them by visiting 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.

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