

FOR IMMEDIATE RELEASE

Equine Couture Names First Brand Ambassadors: Lindsay Dyer and Juliette Hadjes

Drums, PA - August 11, 2014 - Lindsay Dyer and Juliette Hadjes are both devoted equestrians, positive role models, social media mavens and now, officially the first ever Equine Couture brand ambassadors.

Their love of the Equine Couture brand and their ability to act as positive images for the brand, both online and within their own equestrian circles, led to their selection as two of the new faces of the popular brand.

"We're very happy to welcome Lindsay and Juliette to our growing Equine Couture team," said Timmy Sharma, President and CEO of Equine Couture's parent company, JPC Equestrian, Inc. "They both represent the Equine Couture lifestyle, and as active young riders, they are part of a group that Equine Couture really strives to cater to. We look forward to working with them and also to getting their insight into the apparel wants and needs of riders."

Hadjes is a 14-year-old jumper and equitation rider from southern California, where she rides and trains at Foxfield Riding School.



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Dyer is a junior at Savannah College of Art and Design (SCAD) where she is on the Dean's List and majoring in Advertising. Dyer grew up competing in the hunter and jumper rings and was a USEF High School Letter Athlete throughout each year of her high school career. In addition to showing on her own, Dyer is now a member of SCAD's competitive Intercollegiate Horse Show Association (IHSA) team.



Equine Couture believes that looking and feeling your best are important details that can help you reach your optimum level of performance. That is why Equine Couture offers a full line of quality, fashion forward performance-based products that provide comfort and style for every rider. From breeches, jackets and show shirts to garment bags, sport shirts and sweaters, the innovative and well-crafted designs deliver elegance at a winning price.

To learn more about Equine Couture, browse Equine Couture products or to find a retailer near you, visit www.breeches.com.

For Immediate Release by Emily Riden for Phelps Media Group, Inc. International

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