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PRESS RELEASE

Dial In: Sundial's Innovative Style & Second Skin Makes Showing Simplified

Sundial Show Clothing's garments are designed to always "have your back"



Cleveland, November 8, 2016: After her experiences showing at the Intercollegiate level, designer Kaitlin Lorman had a few ideas spark when she saw the importance of show pen style and the effects of confidence it had on her fellow teammates and competitors. "There was nothing more rewarding then having your team and coach there to congratulate you for placing well in a class, after they had been with you every step of the way."

"The ritual of getting primped before performing in the show pen became one of the most fun and exciting parts of traveling with my team. Everyone doted on each other before it was their turn to bring home some blue...hair, makeup, the multi-person effort to zip up chaps...and it really is a confidence booster when you know your friends have your back."

Through the use of the finest materials and high-fashion stretch fabrics sourced from across the U.S., a shapely and forgiving bodice, generous length, and Swarovski embellishment, Sundial's style feels tailored for everyone. When creating her uniquely flattering and exquisitely crafted fit, Kaitlin wanted to capture the essence of confidence that her teammates and coach provided. "The level of comfort knowing that your coach is there to remind you to breathe is irreplaceable." This is why Sundial also chose to incorporate their "Second Skin" technology.

"Our Second Skin garments are a lining to our show shirts. They are a separate piece which is included with the purchase of our designs. Each purchase is given the choice between a full posture support

shaping garment or a posture correcting sports bra. Each are clinically proven to improve posture and alignment. Their compression is developed to work with the body to enable you to see and feel your posture improve immediately." The Second Skin works with your body by cuing its natural ability to support itself by switching on the muscles that support your posture and align the spine. It also features moisture wicking properties and is made from CoolCue™ fabric (ultra-smooth, cooling nylon/spandex for truly comfortable compression and superb ventilation). A full length zipper also provides easy on/off (no makeup smudges). These properties make them the perfect liners!



"The final piece of the puzzle for me was building our relationship with IntelliSkin's 'Second Skin.' I knew that having a coach at horse shows was a luxury I could not always afford. Having a kinesthetic compression garment to remind you to keep your shoulders back, use your core, and bring your chest out...gives you more room to remember your pattern and what ring your next class is in! To me, that's priceless."

By bringing unique elements of high-fashion and equestrian experience, Kaitlin's vision of providing gorgeous and unique U.S. made apparel while maintaining affordability has come to fruition. Sundial's signature style uses easy-to-match colors and patterns, and provides fit without the need for custom tailoring through the use of their flattering princess-seam style with front YKK zipper. This also allows for versatility, giving their limited edition show garments all-day appeal. The best part? Each handmade show shirt is completely washable.

Keep your eyes peeled for extensions of their branding, including a line of matching accessories just in time for holiday shopping!