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FOR IMMEDIATE RELEASE

## **Canadian International Jill Henselwood Joins Second Anniversary Celebration as Saltare Revisits Vegas**

Lake Oswego, Oregon – Two years after founder and President Erin Hornung launched Saltare Equestrian Apparel at the 2005 World Cup dressage final, the company will be making a much anticipated return visit to Las Vegas, this time exhibiting among the prime-real-estate vendors (Stand #10A) on the main concourse of the renowned Thomas & Mack Center.

The company is also excited to announce that during the World Cup, Canadian international show jumper and Saltare “ambassador” Jill Henselwood will be handing out personally autographed photos – at times that will be displayed on the stand.

Saltare presents a fashion concept unique to both equestrian and lifestyle apparel by offering an online studio that enables customers to design their own shirts and jackets, from a wide range of styles and exquisite fabrics. ([www.saltareequestrian.com](http://www.saltareequestrian.com))

“It’s an expression of someone’s true personality when they can customize garments in this way,” Hornung said. “Clients can design a riding shirt in signature colors, or style a jacket that fits like the finest couture clothing, yet also performs well in the ring.”

Premium quality, performance and practicality were key to Hornung’s choice of luxurious natural fabrics – Egyptian and Sea Isle cottons and European wools – that make a fashion statement, offer a high level of comfort and wearability without compromising elegance. Hornung admits that she can easily pick a Saltare jacket out of a crowd by its fabric and custom-tailored styling. She also has a reassuring word for fuller-figured clients: “The right fabric combination and custom tailoring are extremely flattering and you don’t have to buy large if you’re not a standard size. Fit is everything, and Saltare is committed to offering an outstanding personal service to ensure the needs of individual clients are met.”

Hornung’s entrepreneurial vision combines her 20-year passion for riding and the desire to bring a hand-tailored look to equestrian apparel. “I was inspired by the beautifully tailored clothing worn on Wall Street and, at the same time, frustrated by the ‘uniform’ look of equestrian wear. I wanted to bring fresh ideas and couture quality to the equestrian world. As a lifelong rider, I understand what riders need.”

As always, Saltare will be offering a personal measuring service on their stand in Las Vegas, and advance appointments can be arranged by calling Erin Hornung at Saltare toll-free: 1-866 580 5819. The trade show will be open during the following hours, April 18–22: Wednesday/8:00 a.m. – 5:00 p.m., Thursday to Saturday/11:00 a.m. – 9:30 p.m., Sunday/10:00 a.m. – 4:00 p.m.

Using the same couture styling and highest quality fabrics, a range of Saltare ready-to-wear shirts will also be available during the World Cup in Las Vegas. This represents a departure from their unique custom tailoring service and has been a huge hit with instant-gratification shoppers.

Whether it's a flashy polka dot lining, satin piping, custom buttons or a personal label, Saltare's design studio provides a multitude of choices ranging from garments that offer the ultimate in understated elegance to something that shouts "fashion statement."

We look forward to seeing you at the forthcoming World Cup Final in Las Vegas.

[www.saltareequestrian.com](http://www.saltareequestrian.com)

Photo: Erin Hornung, President and founder of Saltare Equestrian Apparel  
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**Head shot to be attached**