

FEI PRESS RELEASE

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FEI to launch branded clothing collection in 2013

The FEI will be launching its first FEI-branded clothing collection in 2013 after signing a three-year merchandise license agreement with international equestrian clothing manufacturer and distributor euro-star Reitmoden GmbH.

The agreement, which is the first to be made under the new FEI Licensing Programme, will see the German company euro-star Reitmoden design, manufacture and distribute the FEI's debut Spring/Summer 2013 collection of branded sports and leisurewear for men and women, and horsewear items including horse blankets and saddle cloths.

The collection will be available to purchase from next Spring direct from retailers and dealers around the world via euro-star Reitmoden's extensive network in almost 40 countries. The collection will also be available via the FEI's online store, which is due to be launched by early 2013, and will be on sale at FEI events.

"Licensing partnerships provide strong opportunities to reinforce the FEI's brand credibility and loyalty, and are a key part of the FEI's long term commercial strategy," explained Carsten Couchouron, FEI Executive Director, Commercial.

"These are exciting times and we are looking forward to launching our very first FEI-branded apparel collection, which will appeal to equestrian competitors, enthusiasts, leisure riders and the general public.

"This is the first of a number of FEI brand merchandising agreements that will be announced over the coming 12 months."

The FEI's agreement with euro-star Reitmoden GmbH was brokered by The Copyright Promotions Licensing Group (CPLG).

"euro-star Reitmoden is delighted to be working with the FEI and to be developing and distributing the FEI's very first branded clothing and equipment collection," said Monique van Dooren-Westerdaal, Managing Director of euro-star Reitmoden GmbH.

"Our mission has always been to combine comfort and quality with the latest trends in fashion. That is why we invest so much in research, development and testing, and the FEI collection will have all of these qualities."

Notes to Editors

euro-star Reitmoden was established in 1959 by Hans Gotzens and distributes through its international wholesale, mail order and retail network.

The FEI is attending Spoga Horse (2-4 September), the international trade fair for equestrian sports www.spogahorse.com, where approximately 400 exhibitors from 30 countries will present their innovations and collections for 2013.

For official licensing and merchandising opportunities, please contact the FEI Commercial Department on licensing@fei.org.

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