



Contact :
Celeste Markey
cm@celeste.pr
917.318.4077

FOR IMMEDIATE RELEASE

Goode Rider Announces 2014 Spring Collection

San Francisco, CA. – March 3rd, 2014 – Goode Rider, a premium equestrian lifestyle outfitter, is pleased to announce its Spring 2014 collection, featuring fresh, technically superior designs in this season's boldest and brightest shades.

Designed for ease of movement, Goode Rider breeches feature 4-way stretch fabric, custom fit waistbands, as well as stretch ultra suede full seat or knee patches. Additional technical features, including water repellency, elevate all Goode Rider women's breeches, including the new standout, **The Perfect Fit Breech**. A universally flattering breech, the Perfect Fit sits at the rider's natural waist and features the popular sock-style bottom for a snug fit under riding boots. Classic style **Jean Rider** gets an update in the new Denim Diamond pattern, and our **Signature Breech** is available in a new Khaki colorway.

Goode Rider's spring collection includes a complete lineup of airy, vibrant-hued tops with moisture-wicking properties, merging both utility and style. Featuring classic tailored silhouettes, figure flattering seaming details, as well as anti-pill properties, new styles **Sport Polo** and **Heritage Polo** are available in a soft cotton/spandex pique. The **Elite Shirt**, adorned with mother of pearl buttons, is a soft $\frac{3}{4}$ - sleeve cotton top with rib knit

sides that is functional for the schooling ring yet stylish enough for a night out. Classic Goode Rider styles, including the **Regal Show Shirt**, the **Pro Show Shirt**, and the **Ideal Show Shirt** all feature new colorways including blue stripe and blue retro print.

Delivering on the latest in technology, trend and detail, Goode Rider jackets and vests are designed with thoughtful seam and trim details, as well as technical fabrics for the ultimate in fit, comfort and function. The **Athletic Vest** and **Jacket** are offered in a lightweight poly/spandex tech fleece with nylon quilting and have reflective zipper tape detailing to keep riders visible in dark conditions. Hidden zip pockets with silver horse-bit pulls as well as the signature Goode Rider Logo grace the chest. For inclement conditions, the **Let It Rain Jacket** is a beautiful streamlined water-resistant style with multiple stash pockets and a removable hood. In addition, reflective strips on the sleeves and at center back keep riders visible and safe if seen riding dusk or dark.

Goode Rider Men's Collection introduces color updates to tried and true styles including the **Heritage Polo**, **Tech Shirt and Pro Shirt**, as well as the **Pro Breech** and **Jean Rider**,

This year's Spring Collection is designed and built for the style-conscious equestrian. Focusing on each seam and detail, Goode Rider consistently delivers high fashion, high-quality product for the most discerning rider.

About Goode Rider

Goode Rider, the premium Equestrian Lifestyle Outfitter, constructs superior-fitting, stylishly advanced Jackets, Coats, Vests, Breeches, Shirts and Sweaters for Women, Men & Girls. Goode Rider - Experts in Fit & Style - with a Passion for Fashion.