

For Immediate Release –

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Sho Clothes Boutique Holds Fabulous Sho & Tell Expo Featuring Fun, Fashion and Education For Dressage Community

Wellington, FL (March 15, 2010) – Sho Clothes, Wellington’s premiere dressage boutique, provided the dressage community with a fun, fashionable, educational and entertaining evening during their 2nd Annual Sho & Tell Expo, held at their Wellington location. Dozens of vendors took part in the “show and tell” experience, giving attendees the chance to get up-close and personal with top equestrian businesses.

“This was our second expo, and it was again incredibly successful. Der Dau, creators of custom equestrian footwear, hired a DJ for the evening so we had music to go along with fabulous refreshments from Nature’s Table Cafe, while everyone visited with the vendors,” said Michele Hundt, who co-owns Sho Clothes with Betsy Rebar Sell. “The night really proved that education can be entertaining.”

Sho Clothes and Der Dau hosted a fashion show offering the latest in dressage wear, guests took part in raffles for great door prizes and dozens of vendors spilled over into the Grand Prix Feed warehouse next to the Sho Clothes boutique giving everyone the opportunity to ask manufacturers about their products.

Vendors during the Sho & Tell Expo included Cavalor, Grand Prix Feed, Der Dau Boots, Peak Performance Nutrients, Meres Atlast Flyspray, Cosequin, Farnam Products, Kinetic Technologies, Gold Coast Dressage Association, Saddle Trail Realty, Beyond the Barn, Performance Saddlery, Choice of Champions, The Competitive Edge – Barbara Foose, Lorrie Browne Interiors, Equestrian Pursuits,

Draper Equine Therapy, Idlewild Furnishing, Brooks Brothers, Caracol, Del-Raton Trailers and many more.

Attendees were able to enjoy the Expo surrounded by the gorgeous safari-chic furnishing from Idlewild, world experts in teak. Idlewild provided unique equestrian-related furniture and original handcrafted designs.

“Once again it was thrilling to see so many people gathered together to learn what the equestrian community has to offer,” Hundt said. “Everyone took advantage of the opportunity to ask manufacturers and businesses questions about their products, and as an equestrian I believe that is really beneficial. Many times you need to talk to a company representative in order to find out if a product is right for you.”

Sho Clothes, located at 3220 Fairlane Farms Road in Wellington, specializes in dressage apparel and has become the “go to” dressage boutique for dressage enthusiasts from all over the world. Sho Clothes has been serving the dressage community since 2001 when Hundt, an amateur dressage rider, accomplished art director and businesswoman, combined her business and artistic skills with Rebar Sell’s equestrian expertise to form Sho Clothes. The Sho Clothes mobile boutique is also a fixture on the Florida Dressage circuit.

Hundt and Rebar Sell are strong supporters of the equestrian community, sponsoring a variety of classes at dressage shows held in West Palm Beach. Sho Clothes also hosts a monthly get together for dressage riders called Shop Talk, which has become a hot spot for riders to gather with top professionals in the equine industry.

“We have had so many well-known dressage professionals and vendors inquiring about speaking at Shop Talk, or sharing their products, that we decided to host the Sho & Tell expo to give everyone a chance to be in the same place at the same time. We really appreciate all of the vendors who took part in the expo, and without a doubt it was a great evening,” said Hundt.

For more information on Sho Clothes visit their website at www.shoclothes.com or call 1-561-319-2121.



Photos: Sho Clothes dressage boutique recently held a successful Sho & Tell Expo at their Wellington store, featuring dozens of vendors and a Sho Clothes and Der Dau Fashion Show. Enjoying the evening were (from left to right): Sho Clothes' Krystalann Shingler, John Grimes from Idlewild Furnishings and Sho Clothes owners Betsy Rebar Sell and Michele Hundt.