

For Immediate Release-

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Grand Prix Rider, Betsy Rebar Sell Sponsored by Essex Classics

Wellington, FL- Essex Classics announced that they will be sponsoring Pan Am Gold Medalist Betsy Rebar- Sell this season to kick off the introduction of their new Essex CoolMax Dressage Shirt Collection.

Essex has been making fine riding shirts for over 20 years. This season they are introducing two dressage shirt fabrications in a variety of colors that will offer the exquisite styling and tailoring that have made their shirts so popular for the past two decades.

“The Essex dressage shirts are really comfortable and fit great”, said Rebar-Sell, “Naturally, we will be carrying them at Sho Clothes this season”. Betsy Rebar Sell is the co-owner of the Sho Clothes boutique. She and partner, Michele Hundt discovered the Essex Classics riding shirts on a recent buying trip.

Sho Clothes will carry both the Essex CoolMax Solito and the CoolMax floral dressage shirts this season. Both are available in long and short sleeves and are impeccably tailored with single needle stitching to ensure long lasting wear. The long sleeve dressage shirt is available with a regular button cuff or French cuff and the short sleeve shirt has white contrasting cuffs with a stylish vent detail. Both combine style and performance as the CoolMax fabric wicks away moisture from the skin keeping the rider cool and comfortable in competition under a riding jacket.

Sho Clothes, which has been serving the dressage community since 2001, is gearing up for a very exciting 2007. “We are very excited about all the numerous new products we have this season, including these excellent Essex Dressage shirts! For information or to schedule a shopping soiree visit www.shoclothes.com or call the mobile boutique at 561-319-2121.

Photo: Sho Clothes co-owner, Betsy Rebar-Sell is cool and comfortable under her Shadbelly in her new Essex dressage shirt. (Sue Stickle photo)