

## **For Immediate Release –**

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### **Gala Opening Night for the New Sho Clothes “Sho” Room Location**

*Wellington, FL*- Sho Clothes opened its new Sho Room location with patrons and friends coming from far and near to celebrate the opening night. The Sho Room, located in the Taj Majal building at 3220 Fairlane Farms Road, was teeming with well-wishers until the late hours of the evening. A martini bar and hor d’ouvres kept everyone in high spirits as they checked out the latest equestrian fashions and the store’s new location.

The weather was in full cooperation, with a gorgeous crescent moon hovering over palm trees as they “sipped and sampled” the best of everything. Door prizes went out to happy recipients with ovations from the crowd as each name was announced. “I am so grateful to all of our clients for coming here to join us,” said Michele Hundt, co-owner of the Sho Clothes boutique. “Really, they are so special to us. They are the reason we decided to open the Sho Room.”

It was a night to remember. Writer/rider, Tami Hoag came to mingle and sign some of her fabulous books and she brought Michael Klimke and his wife along. Klimke is visiting from Germany to coach Tami during the week prior to the Zada Grand Prix CDI. Oded Shimoni, Betsy Steiner, Kathy Priest, John Zopatti, Michele Gibson, Elizabeth Niemi, Rick Silvia, Betsy Berrey, Chris Hickey, Lily Zilo and dozens of others were on-hand to congratulate Hundt and co-owner, Betsy Rebar Sell on their new location.

To round out the evening, Betsy Berrey, USEF Licensed Dressage Judge and Chris Hickey, a USDF Bronze, Silver and Gold Medalist, were there to preview their new training DVD. Everyone was treated to a viewing of the next series in their “The Winning Edge” training. Adding to the glitter of the evening, Carol Erlich’s collection of coin jewelry will be gracing the stock ties of many of the Sho Clothes riders. Lisa Svedberg, designer/goldsmith, also brought her specialized custom jewelry collection to the event. She designs one-of-a-kind pieces, which many partygoers added to their wish lists.

Since the inception of Sho Clothes in 2001, their mission has been to give back to the dressage community. In keeping with this tradition, Hundt and Rebar Sell are putting together plans for several events for the Sho Room this summer. “It’s a ‘cool’ place to host summer activities for our growing number of year round riders,” Hundt joked, “So many of our customers are living in Wellington year round we want to be here for them.” It’s just one more way Sho Clothes sets a wonderful example of their commitment to the sport and the community that supports it.

Now along with visiting the Sho Clothes mobile boutique at horse shows, dressage enthusiasts can stop by the Sho Clothes Sho Room at 3220 Fairlane Farms Road or visit [www.shoclothes.com](http://www.shoclothes.com). Call 561-319-2121 for Sho Room hours.



Photo: Betsy Rebar Sell and Oded Shimoni at the opening the Sho Clothes "Sho Room" on Fairlane Farms Road



Photo: Jennifer Arillo, John Flanagan and Noreen O'Sullivan and Chris Curiger enjoy the fun at Sho Clothes



Photo: Michele Hundt gets a congratulatory hug from trainer, Elizabeth Niemi



Photo: Tami Hoag with Michael and Manuela Klimke

All Photos: (courtesy of JR)