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Loro Piana shows dedication to technology and craft with equestrian jacket

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Video still from Loro Piana's Horsey feature

By STAFF REPORTS

Italian cashmere maker Loro Piana is dressing athletes, delegates, veterinarians and grooms in its Horsey jacket for the World Equestrian Games.

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The games, which began Aug. 23 in Normandy and will run through Sept. 7, feature a range of horse sports, including polo, dressage, jumping and eventing. This reaffirms the brand's connection to the Italian Federation of Equestrian Sports, whose athletes will wear Loro Piana's yellow and blue colors.

Fashion meets function

The Horsey jacket originated in 1992 for Italian riders competing in the Barcelona Olympics. It has Storm System technical fabric that is waterproof and wind resistant.

Keeping noise to a minimum to not spook the horse, the fabric is also very quiet, and instead of metal press studs, the jacket has horn buttons.

In a video detailing the jacket, Loro Piana explains that it represents a balance of "beauty

and function.”

The Horsey is approved by the IFES, and is the official uniform of both the Italian Show Jumping Team and the Loro Piana Jumping Team.



Facebook photo from Loro Piana

To commemorate the event, Loro Piana will introduce a new Horsey jacket, as well as other accessories. The coat, with new fabric and fit, will be available in November.

Other brands are highlighting their place in equestrian sports through the games.

For instance, leather goods maker Hermès is partnering with the United States Equestrian Federation as it becomes the official technical riding apparel supplier of the U.S. equestrian teams.

This new partnership and apparel relationship will begin at the 2014 Altech FEI World Equestrian Games. Hermès will have the opportunity to remain loyal to its equestrian ties and is likely to strengthen its relationship with U.S. horse enthusiasts ([see story](#)).

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