

APPAREL AND ACCESSORIES

UK's Ettinger taps show jumper as first global brand ambassador

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Show jumper Jessica Mendoza is the new global brand ambassador for Ettinger. London Global Champions Tour. Julie Priestley

By STAFF REPORTS

British leather goods maker Ettinger is following the example of its continental peers by naming its first global brand ambassador, with the honor going to the country's leading show jumper, Jessica Mendoza.

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Only 20 years old, Ms. Mendoza has already represented Great Britain at senior international competitions. Most recently, she was the traveling reserve in the British Olympic show jumping squad at the Olympic Games in Rio de Janeiro, Brazil, and is now eyeing the 2020 Tokyo Olympics.

Making the jump

Ettinger is one of the few leather goods makers with its factory in the Birmingham suburb of Walsall in England that once housed hundreds of factories and workshops churning equestrian and small leather items. Saddlery manufacturing continues to flourish in the area, however.

Given that connection, it is not surprising that **Ettinger** chose to link itself to one of the leading British riders as the brand's luxury lifestyle ambassador.

Also celebrating its 20th year as a Royal Warrant Holder to the Prince of Wales, Ettinger recently expanded and refurbished its factory. The London-based company has hired more craftsmen and launched an apprentice program to ensure the training and relay of critical skills.



Ettinger brand ambassador and rider Jessica Mendoza showing Ettinger's turquoise sterling silver stirrup key ring

Ms. Mendoza's schedule this year will take her to show-jumping competitions in Italy, France, China, Spain, United States and The Netherlands, where she is based. Her presence in Tokyo will help Ettinger since Japan is one of its biggest markets and the store in the city's upscale Ginza shopping district its only outpost in the country.

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