FOR IMMEDIATE RELEASE

Back to the Future - Classic Riding Apparel Is Coming Back Thanks to a Classic Rider. The George H. Morris Collection, Launching on September 15, 2017

Wellington, FL - September 15, 2017 – JPC Equestrian, one of the world’s largest manufacturers of English riding apparel, footwear and equipment, announced today the debut of The George H Morris Collection of equestrian apparel.

“We are thrilled to partner with George Morris, an absolute icon in our industry, to design this collection of schooling and show apparel”, says President of JPC Equestrian, Timmy Sharma. “His passion and dedication to our industry is legendary. It was an honor to work with him on this signature collection.”

JPC Equestrian has been serving the US equestrian market with its Equine Couture, TuffRider, and Henri de Rivel brands since 1992. All the fabrics and designs were selected and created by Laurie Sharma who worked closely with George Morris to create this new line that combines his timeless style with modern innovations. The new George H. Morris Collection includes men and women’s show shirts, breeches, show coats, and sports shirts that are all perfect for the contemporary rider, whether schooling or in the show ring.

Laurie Sharma had this to say, “We are delighted with our partnership with George Morris and look forward to introducing this line to the United States equestrian market. The George H. Morris Collection goes for George’s "back to the future" idea of having a traditional look, but still incorporating the new technologies that are available to us.”

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While this clothing line carries the name of this iconic rider, they are priced affordably for maximum appeal. Morris said, "I am proud to have my name associated with such fine clothing."

The George H Morris Collection will be available on Breeches.com, the official JPC Equestrian website, and through the authorized JPC Equestrian dealers listed there. To find a complete list of GHM dealers please visit our official JPC Equestrian website Breeches.com.

**About JPC Equestrian**

JPC's story is an international story of passion for horses and determination to make a dream into reality.

In 1992, an accomplished horseman was having second thoughts about the uncomfortable, expensive, synthetic clothing he--and his fellow riders--were always stuck wearing. He knew and they agreed about the need for comfortable, affordable riding apparel.

Therefore, Varun "Timmy" Sharma began researching, designing and working tirelessly to build a new, forward-thinking clothing company called JPC. He took his unconventional apparel--made with comfortable, natural fibers--from his small JPC factory in New Delhi, India and went to the prestigious markets of Europe and America. He sold his comfortable riding clothes at affordable prices and the world took notice.

Soon, the American demand for Timmy's clothing led him to set up JPC-USA headquarters in Drums, Pennsylvania. In 2006 Laurie and Timmy Sharma joined forces and have continued to create outstanding products at great value for the rider and horse.

**About George H Morris**

He is considered one of the most influential riders, trainers and judges in the English equestrian sport. He has represented the United States on eight winning Nations Cup teams between 1958 and 1960. He helped his team win a gold medal at the 1959 Pan American Games and a silver medal at the 1960 Rome Olympics.
As U.S. Show Jumping Chef d’Equipe, from 2005 to 2012, the U.S. team won the gold medal at the 2008 Hong Kong Olympics, and also won individual and team silver medals at the 2006 World Equestrian Games in Aachen, Germany.

George is also an accomplished author. His book, Hunter Seat Equitation, is often recognized as the definitive work. He has also authored several other books and videos on riding and judging, including George Morris Teaches Beginners to Ride, A Clinic for Instructors, Parents, and Students, The American Jumping Style, Because Every Round Counts, Unrelenting: The Real Story: Horses, Bright Lights and My Pursuit of Excellence, George’s latest book.

He is member of the USHJA Hunt Seat Equitation Task Force and is a member of the USHJA Trainer Certification Program Committee. He is also a Member Emeritus of the USEF Jumper Committee and a non-voting advisor of the High Performance Show Jumping Committee.

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