



## PRESS RELEASE

### PULL ON AND RIDE OFF: NEW DRESSAGE BOOTS FROM CAVALLO

*Bad Oeynhausen, December 2014.* Cavallo has been making top-quality riding boots for over 30 years. Cavallo is now launching two completely new dressage styles.

"INSIGNIS" and the seam-welted "NOBILIS". "Spontaneous comfort" is one of the key features of both styles. Even when first tried on, they feel good on the rider's feet. A new last has been specially developed, the insoles and outer soles adapted and the shape specially tailored to the comfort requirements of the rider.

The Cavallo Design Team has developed an individual design and styling as well as quality details and a complex system for embossing the name on the inside. The leather was selected based on uncompromising quality and outstanding looks.

Alongside the official boots launched in December 2014, there will also be some striking special editions such as leather with ray or rhinestone embossing. Head off to your specialist retailer to find out about the new Cavallo boots: just try them on and ride off!

Brief info on the new styles:

**INSIGNIS:** Dressage boots made of quality full grain leather with comfort insoles, ribbed outer sole, external reinforcement, modern lines and high dressage bow.

Colours: black or mocha

**NOBILIS:** Seam-welted dressage boots made of quality full grain leather with comfort insoles, ribbed outer sole, external reinforcement, modern lines and high dressage bow.

Colours: black or mocha

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***About Cavallo riding clothes***

*Cavallo was founded in 1978 as a producer of riding boots in Bad Oeynhausen. Shortly after it was founded, Cavallo became the market leader in riding boots and is now one of the highest-profile brands in international equestrianism.*

*Today, the extensive range includes not only riding boots but also chaps, ankle boots and shoes. Cavallo also produces jodhpurs and every year for the last few years has launched two sportswear collections which combine extraordinarily fashionable designs with excellent functionality.*

*Cavallo is the brand for high quality equipment for riders looking for the perfect blend of fashion and function. Cavallo products are widely used in national and international equestrianism and have an excellent reputation among riders. Cavallo has been supplying the "German Equestrian Olympic Committee" (DOKR) for 30 years and, in this role, kits out the German national teams.*

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