



MUSTO

Flying Changes announce a collaborative partnership with ***Musto*** to supply Equestrian Team GBR

30TH APRIL 2018 - Royal Wootton Bassett, Wiltshire, UK - ***Flying Changes***, the exclusive producer of high quality, custom made equestrian apparel, announce a collaborative partnership with ***Musto***, the official clothing supplier to Equestrian Team GBR.

Flying Changes, was founded in 2012 by international dressage competitor Sarah Cheetham, and produces high quality, innovative custom-made and ready to wear equestrian jackets and tailcoats. It is renowned throughout the industry for catering to the exact individual needs of athletes through a deep understanding of international equestrian sports requirements. Providing a unique and personal service, using the highest quality comfortable and technical fabrics, the apparel is bespoke, stylishly tailored yet conforms to the correct dress code standards for each equestrian discipline.

With its goal to be the leading equestrian nation at the 2020 Olympic and Paralympic Games, ***The British Equestrian Federation*** chose to partner with ***Musto*** to sustain their medal winning performances. ***Flying Changes*** are the official supplier and collaborative partner to ***Musto*** and will work in partnership to supply jackets and tailcoats that deliver on style and cutting-edge technology and continue to meet the ***Equestrian Team GBR*** riders' requirements.

Sarah Cheetham has years of competitive equestrian experience and for the past 5 years ***Flying Changes*** have produced the tail coats for all the British Senior Team dressage riders, together with a large percentage of the Pony, Junior and YR Team Riders. In 2016 ***Flying Changes*** produced all the equestrian jackets and tailcoats for the 2016 Rio Olympics.

Musto has gained extensive feedback from the Olympic and Paralympic squad to determine what the athletes need to help them perform at the highest level. In addition, valuable feedback from Performance Directors has helped to hone the products and optimise their purpose. ***Musto's*** expertise in keeping athletes warm, dry and protected in all weather conditions, coupled with ***Flying Changes*** unrivalled knowledge, experience and expertise of creating truly bespoke technical, equestrian clothing will assist the Equestrian Team GBR athletes on their road to Tokyo 2020.

Sarah Cheetham, MD of Flying Changes - "We're delighted to be the supplier and collaborative partner to ***Musto***, the official clothing supplier to the British Equestrian Federation. By combining ***Flying Changes*** superior tailoring capabilities with ***Musto's***

exceptional knowledge of performance fabrics, the result will always be the ultimate rider-specific garment. The combined skills and expertise of both Flying Changes and Musto are second to none and I'm delighted we will be working together with our collective strengths to produce competition jackets and tailcoats for the Equestrian Team GBR riders."

Keith Taperell, Global Brand Director, Musto - *"For fifty years Musto has prided itself on engineering products that have kept athletes protected and at the top of their game, against all elements. The athlete has always been at the heart of Musto's cutting-edge designs, which is why when the brand needs greater insight into an area of expertise, we will always seek to collaborate with like-minded brands to deliver its performance enhancing, world class products. That's why Musto is proud to partner with Flying Changes in creating Equestrian Team GBR's attire."*

Charlotte Dujardin CBE, Olympic and World gold medallist -- *'I used to talk about my lucky breeches and now I include my lucky jackets. I have proudly worn Flying Changes jackets and tailcoats through so many of my memorable moments; their garments are high quality and very stylish. I congratulate the team as they embark on these new innovative partnerships and look forward to wearing their coats for more special moments in the future'*



For more information contact-

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https://www.musto.com/en_GB/british-equestrian-federation.html

About Flying Changes

Flying Changes was founded in 2012 by Sarah Cheetham, a law graduate and professional International dressage rider, trainer and BD listed judge. As a professional competitive rider for over 20 years, Sarah had the unique skillset to develop a range of products that not only conformed to the correct dress code for each equestrian discipline, but also the understanding, only gained through years of competitive experience, of how to truly accommodate the growing demands of modern riders. Sarah recognised that equestrian sport was changing fast, riders were demanding high quality technical fabrics, but the coats, most particularly the tailcoat, still needed to have the look of traditional tailoring. Combined with the ever increasing desire by high level competitive riders to be unique, Flying Changes has the ability to create truly bespoke designed garments. These garments can express their own or their mount's personality or colouring, or the colours of their sponsors or of their own business. In 2016 Flying Changes was the Official Supplier to Team GBR at the Rio Olympic Games, working closely with the BEF, Flying Changes not only ensured all garments conformed to the correct dress code for each discipline but also worked diligently to accommodate the growing technical demands of modern riders. Flying Changes proudly boast to have dressed every top British Equestrian athlete, across all disciplines, including the Para riders and the Modern Pentathlon. From small beginnings, Flying Changes has grown into a highly

respected world-wide brand. In five years, it has seen just under a 300% growth in sales and Flying Changes coats have been worn by team riders representing five different nations.

ABOUT MUSTO

Founded in 1964, Musto, the world's leading offshore sailing brand, continually pushed the boundaries of design and innovation to create technical performance clothing that provides athletes across multiple disciplines with ocean engineered protection for all weather conditions.

In 1986, Musto launched its first Country Technical jackets, utilising 22 years of knowledge in designing innovative products which perform in all weather conditions.

Today, Musto continues to deliver technical products to ensure wearers can deliver peak performance no matter what conditions they face during their chosen sport and lifestyle.

PARTNERSHIPS

Today Musto are Official Suppliers to the world's toughest offshore sailing competition, the Volvo Ocean Race - ensuring that product is rigorously tested by athletes in the most demanding climates on earth.

Musto match this rigorous performance testing in the Country range. Olympians Zara Tindall, OBE, and William Fox-Pitt, prestigious dressage stud, Mount St John and future Olympic dressage rider Becky Edwards ensure the rigorous design and testing of our products.

Partnerships with the Game and Wildlife Conservation Trust and Prince's Countryside Fund cements our position as a leading brand within Shooting, as well as allowing us to contribute towards the conservation of our countryside and endangered species.

ROYAL WARRANTS

Confirming Musto's position of technical excellence the company is proud to hold two Royal Warrants of Appointment as suppliers of outdoor clothing to both Her Majesty The Queen and His Royal Highness The Duke of Edinburgh. Musto was granted the Royal Warrants on January 1st 2008, having supplied goods to the Royal Household for over five years.