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FASHION TRENDS

## Staying in style

There's something about good quality, a great cut and practical styling that never goes out of fashion, writes **JESSICA MORTON**.

**A**n official supporter of British Eventing Youth teams, the Holland Cooper (HC) equestrian line was first launched

in 2018 in collaboration with British Olympian Carl Hester. Compliant with British Eventing and FEI regulations, the collection includes performance tested

gilets, outerwear, breeches, base layers and accessories. Adorned with signature gold hardware, these pieces often feature in Badminton Horse Trials' best dressed rider contests.

### It began at Badminton

Brand founder Jade Holland Cooper was at Badminton in 2008 when she identified a gap in the country fashion market. There was a lot of tweed around but little feminine tailoring – so she set out to fix that.

The daughter of a farmer and a fashion designer, 21-year-old Jade used modernist thinking and some good old fashioned practicality to hand-cut her first designs, which were put together by a local machinist. She sold her first samples, tweed miniskirts, in small fairs and horse shows around the UK, modelling them herself until she could afford to pay for professionals. Her designs were an instant sensation, resonating especially well with equestrians.

Holland Cooper now has an enormous online following, a residency at Harrods, London's prestigious department store, and an estimated worth of more than £20 million. Jade defines Holland Cooper as a manifestation of her vision to curate pieces that every woman can see in her wardrobe.

With competition season upon us, you might be considering updating your wardrobe. Look sharp this spring with some of our favourite, effortlessly cool, and very wearable Holland Cooper equestrian pieces.

### Longline coats

Whether you're watching cross country or dashing to grab your horse in a rainstorm, you'll never go wrong with a good piece of outerwear designed for country life. Durable and practical, HC's longline field coat was made for moody weather (it was designed in the UK, after all). Constructed from 100 per cent waterproof fabric with an internal lining for added warmth, plus tonal embroidery, gold hardware and a

ABOVE LEFT: Carl Hester Gillet



**Tweed Riding Jacket in Glen Green**

flattering silhouette, it's almost too pretty to wear just for riding.

#### Base layers

In a range of stylish fits for a functional and versatile look, base layers are an equestrian's best friend. Designed to keep you warm, wick away moisture, and prevent muscle soreness while riding, the Holland Cooper range is made from Hydrocool® fabric to ensure breathability and comfort. Available in a variety of colours and cuts, they're perfect for keeping you dry whilst training, or as an insulating layer on a cold day.

#### Gilets

Timeless and chic, gilets are a perfect alternative to everyday riding coats. A sleeveless version of a jacket, they offer the same wonderful warmth and are the perfect layering piece for spring. The stylish Carl Hester Gilet features two hip pockets and one internal pocket all with microfleece linings, water-resistant fabric, and gold metal HC and Carl Hester hardware for that final elegant touch.

#### Sport leggings

The true beauty of leggings is that they are practical and fashionable both on and off your horse. HC's Heritage Sport Legging combines cool style with sportswear functionality. The retro high-waisted cut is perfect for busy schedules and relaxed dress codes. Stretchy with a super slim fit, the Sport Legging has monogrammed silicone riding grips and gold rivets for a touch of class to what is



**Dark Olive Wax Longline Field Coat**

otherwise an athletic look. Made from a quick dry technology fabric, these are the perfect leggings to take on vacation or for riding in unpredictable weather.

#### Rugby shirts

The rugby shirt is a simple but timeless staple. As a slightly more rugged alternative to the traditional polo shirt, you can easily dress this item up or down by complementing it with cute accessories. Since the fit is trim but not tight, you can sneak something underneath to keep you cosy without adding bulk, making it highly versatile.

With its distinctive collar and breathable 100 per cent cotton fabric, HC's Hurlingham Sweatshirt looks great tucked into jeans with a statement belt. Detailed with a button placket, metal hardware and finished with a vintage inspired dull back graphic, this piece is easy to dress up or down and works in every season.



**Hurlingham Sweatshirt in white with navy stripe**



**Ink Navy HC Heritage Sport Legging**

#### Tweed jackets

Holland Cooper's elegantly cut tweed riding jacket has been ergonomically designed in a fitted style that ensures ease of movement whilst riding. Finished with understated horn style buttons and made from the finest Scottish tweed, this smart jacket is hand cut and made entirely in the UK using wools woven in Scotland.

And for something a little more street savvy, HC's blazer range is just the thing. With multiple designs and fabric options, spoiled for choice doesn't come close.

#### Accessories

Add some chic accents to your spring wardrobe with a feather trimmed hat, silk scarf, gloves and a belt. You can wear Holland Cooper's accessories in so many ways; you just need a bit of confidence, and you're set. 🐾



**Short Sleeve Base Layer**

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