

the story_ F/W
14

_LADIES WHO LUNCH

INSPIRED BY A GIRL
IN LOVE WITH THE

EQUESTRIAN WORLD



NOEL ASMAR

EQUESTRIAN

THIS IS A STORY ABOUT A GIRL IN LOVE WITH THE EQUESTRIAN
WORLD. SHE'S INSPIRED BY THE CLASSIC ELEGANCE OF THE
1940'S LADIES WHO LUNCH. LADIES THAT DRESSED FOR THE
DAY. LADIES WHO LOVED A DAY AT AN EQUESTRIAN SHOW.
WHO ADORNED HATS AND SOPHISTICATED SKIRTS. WHO SIMPLY
COULDN'T GET ENOUGH OF HORSES LARGE AND SMALL.

SHE HAS STYLE. IT APPEARS EFFORTLESS AND UNKNOWING
TO HER. SHE SHOWS UP AT THE SHOWS IN HER EQUESTRIAN
PIECES LAYERED WITH HER FAVORITE FASHION PIECES. SHE IS
WATCHED, BOTH FOR HER STYLE AND HER WHIMSICAL WAYS.

SHE WANDERS. SHE BENDS THE RULES. SHE PLAYS. SHE IS A
SHOW AT THE SHOW.



WE LOVE TO PLAY. PLAY WITH
OUR CLOTHES, OUR STYLES,
OUR HORSES. WE TOOK FW14
AS A CHANCE TO PLAY WITH
OTHER CLOTHES WE LOVE AND
SHOW WAYS TO WEAR OUR
PIECES OUT OF THE RING.

DESIGNED BY EQUESTRIANS FOR EQUESTRIANS.
LOVED BY MANY IN AND OUT OF THE RING.

F/W 14 is a show of out of the ring. We took our tops and coats and paired them with skirts, pants, heels, flats and hats for looks that add value and versatility to our collection. Play along with our girl Yana and see how she wore it.

style in and out of the ring





SMALL DIFFERENCES

Technically, we are an equestrian company using innovative fabrics, design and technology to create clothes for show, warm up and riding whatever the weather. Our fabrics like this Merino wool top are naturals for keeping you cool when it's warm, and warm when it's cool. There's more.

THE TOP _ Long on style and sleeve length, this lightweight beauty marches to a different drum when paired with a skirt.



{WHY WE DID IT} QUILTED JACKETS WERE ORIGINALLY CREATED TO FIGHT OFF CHILLY BARN DAYS. THIS ONE IS CAREFULLY CRAFTED TO MOVE AND FLATTER WITH CLEVER SHAPES WORKING INTO AN ELEGANT RIDING STYLE.





THE TWIST. OFTEN IN
FASHION IMAGERY WE
SEE DOGS BEING WALKED.
AS WE SOMETIMES SEE
THINGS DIFFERENT, WE
SAW MINIATURE HORSES.

IF YOU HAVE NEVER HEARD A MINI WINNIE, WE HIGHLY RECOMMEND IT. IT'S REALLY HIGH.



PLUSH AND PERFECT FOR DRESSING
UP OR DOWN, OUR CASHMERE
SWEATER ELEGANTLY PAIRS WITH
A MAN PANT FOR LADY LUNCHING
LOOKS AT WORK OR PLAY.



PERFECT PAIRING



THE WARM UP_ Warm up can take on a few meanings. When we initially designed this classic with its traditional leather elbow pads, we were thinking errands in the barn, slow rides and such. Now we find ourselves pairing it with wide leg pants, denim, skirts and of course, breeches. It layers perfectly with our lightweight merino wool top.



style in and out of the ring

This was the day she rolled in in what's believed to be Grandpa's car__ in the sweater she believed to be Grandpa inspired.

Style

THE BITS _ Rolling into a room with her style of lady is simply what she does.

Borrowing from the tack room, the traditional elbow pad and the much-loved Grandpa sweater, this leather ladden knit is intended for casual rides and chores in the barn but rolls nicely fitted or oversize...into any space or place.

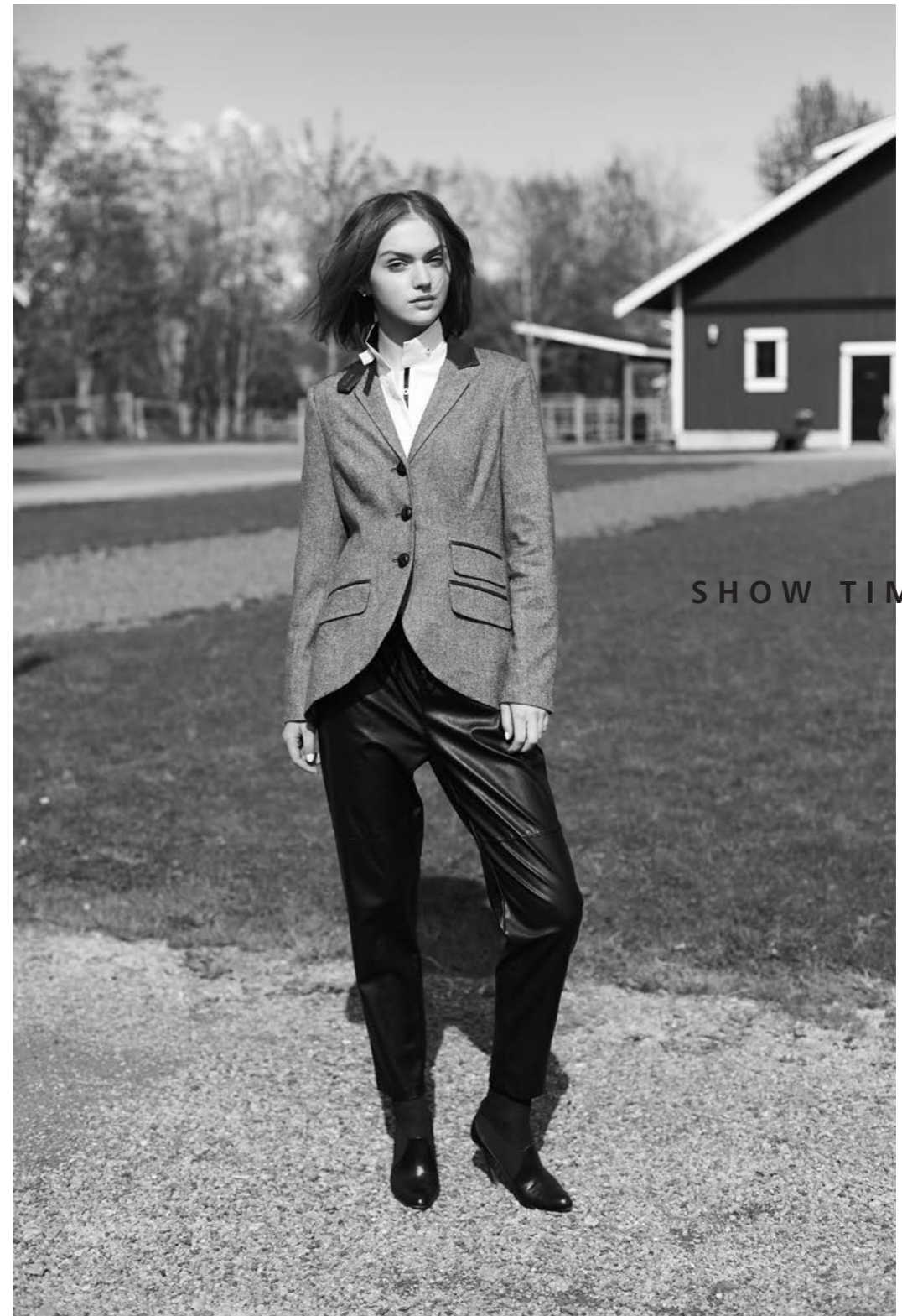




{WHY SHE DID IT} THE GREY VERSION OF THE CASUAL RIDING SWEATER LAYERED IN LUXURIOUSLY SOFT MERINO WOOL GOES LADY CASUAL IN SUCH A PRETTY WAY.



LADY LOOKS



SHOW TIME

Born of equestrian tradition, this jacket is made for show. For showing your equestrian passion in the boardroom, the barn, the boardroom, or where ever. Yana's spirit took her into leather joggers.



{WHY WE DID IT} WE ARE MAD
FOR HOODS AS YOU NEVER KNOW
WHEN YOU NEED A COVER UP.
THIS ONE DRAPES INTO A
DRAMATIC COLLAR FOR A GOOD
LOOKING RUN IN THE RAIN.



THE COVER UP



{WHY WE DID IT} A SPIN ON OUR
ALL WEATHER RIDER, THIS ONE
HAS ALL THE FEATURES OF OUR
ORIGINAL AWARD WINNER YET A
HANDSOME PLAID FINISH.



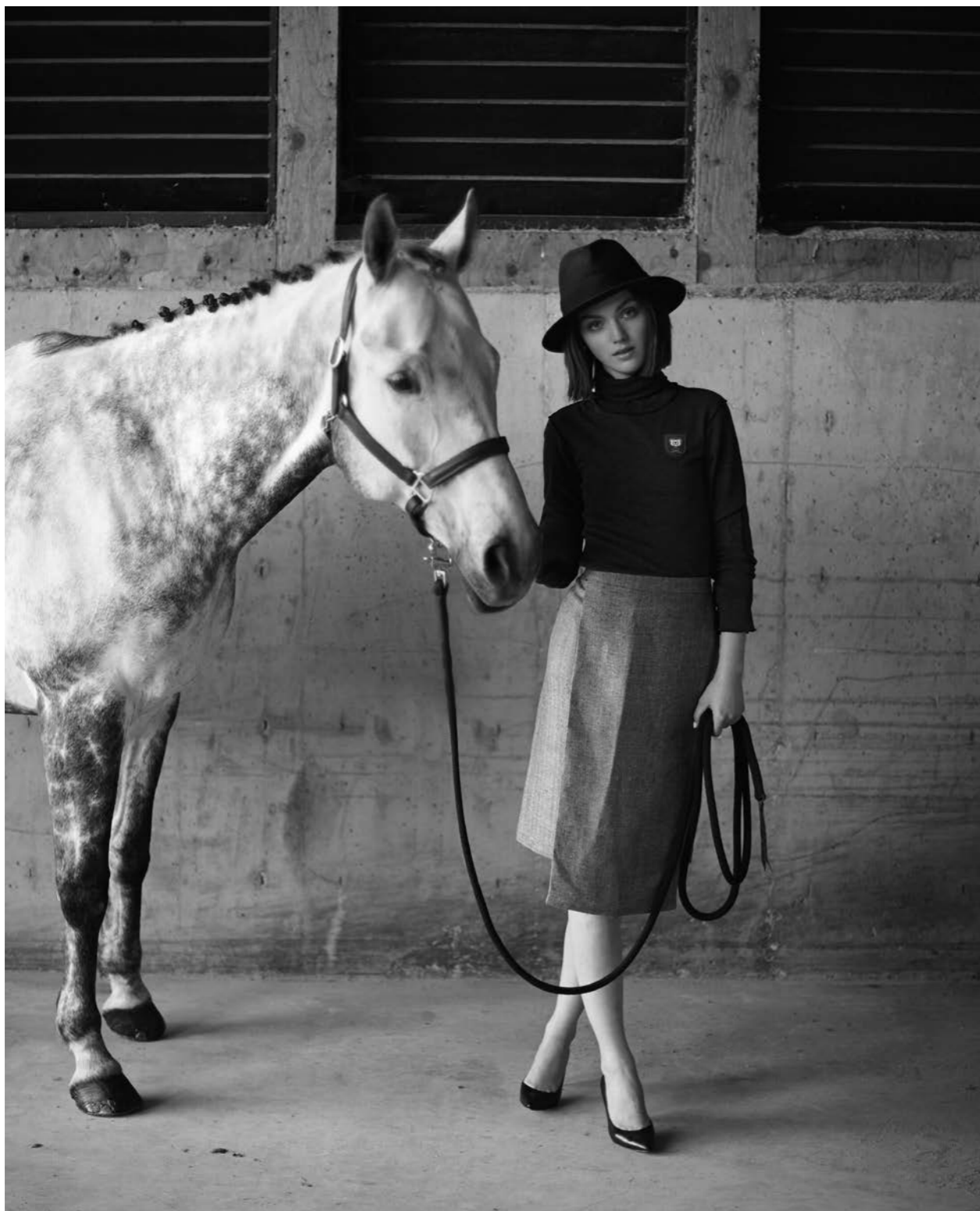
OUR LUNCHING LADY TAKES TIME IN THE
BARN ALL YEAR ROUND MIXING WITH
MAN SHORTS WITH A SLIGHT OVERSIZED
CARDIGAN RICH IN CUDDLY CASHMERE.





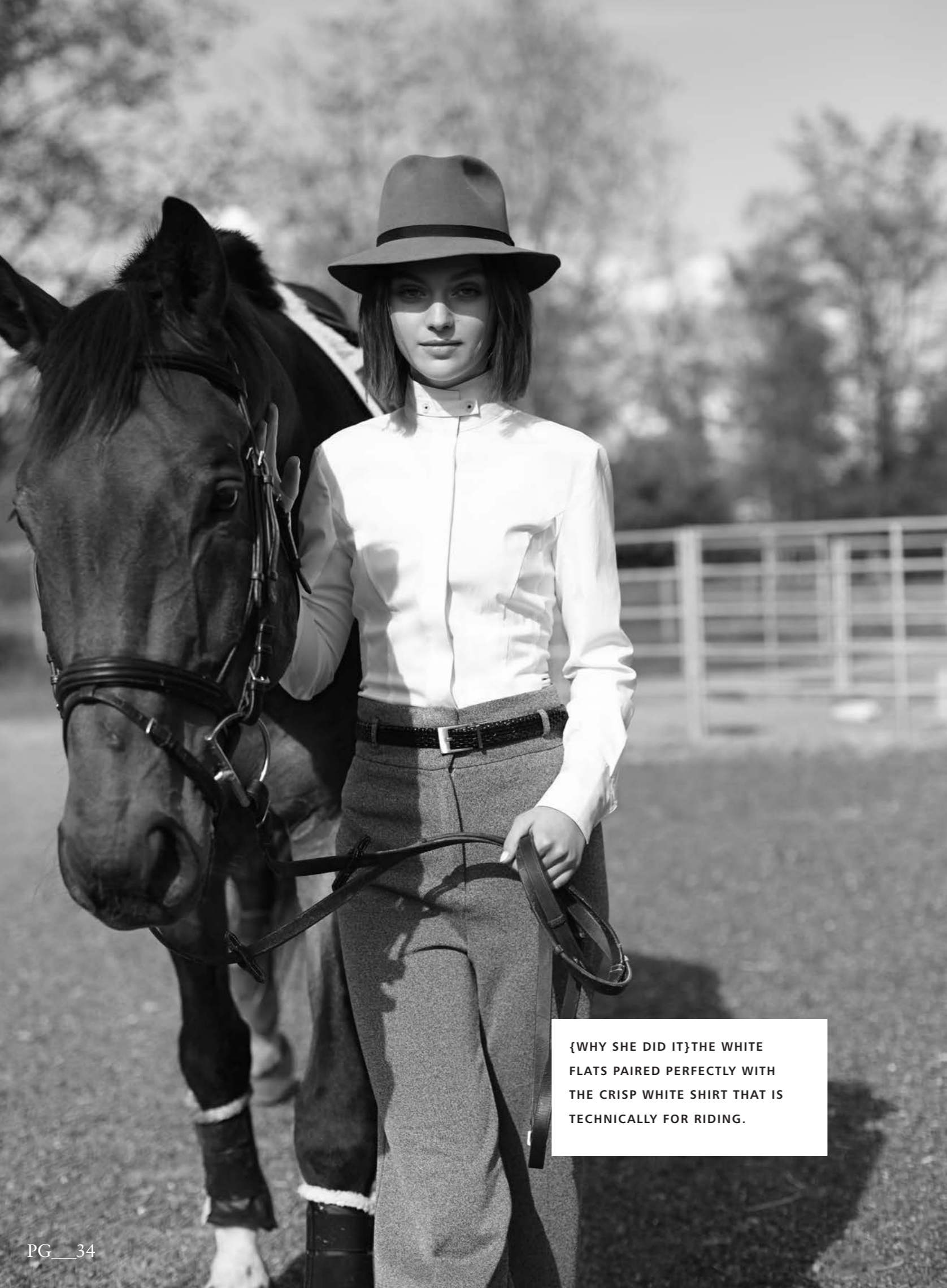
THE SUNDAY DRIVE

DRESSED FOR IT_ A horse moment may not involve a ride but rather a moment, a talk, a good long look.



A dappled grey inspired skirt so classic with our merino wool turtle neck while our casual cuffed and collared coat in dapple grey effortlessly goes from barn to a Sunday stroll or wherever you go. Heels and hoofs.

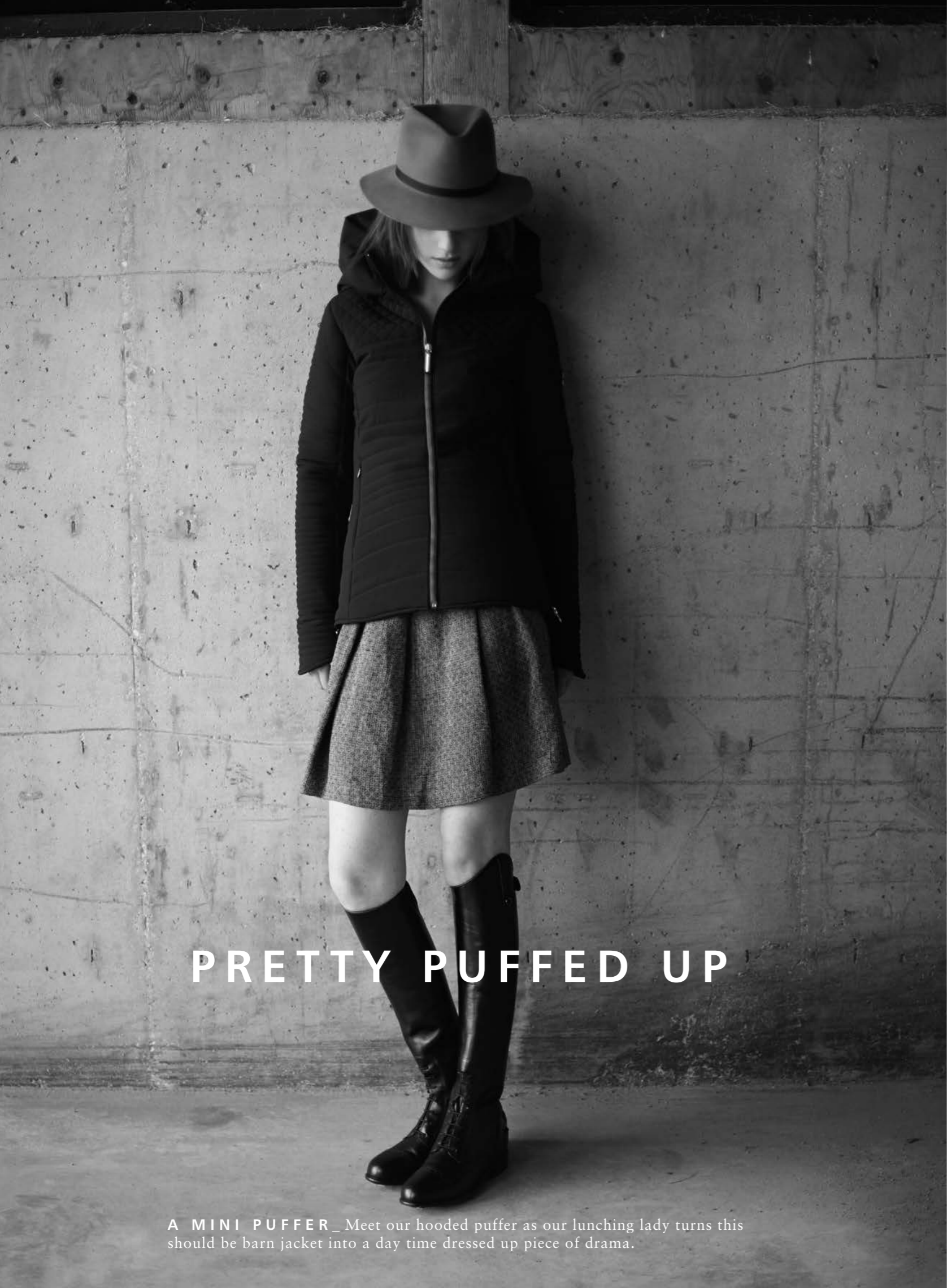




{WHY SHE DID IT}THE WHITE
FLATS PAIRED PERFECTLY WITH
THE CRISP WHITE SHIRT THAT IS
TECHNICALLY FOR RIDING.



THE BORROW_We are pretty sure she borrowed this bay for a bit of a stroll but who's to say. She may just look that way.



PRETTY PUFFED UP

A **MINI PUFFER**_Meet our hooded puffer as our lunching lady turns this should be barn jacket into a day time dressed up piece of drama.





{WHY SHE WORE IT} BREECHES ARE A GIRL'S BEST FRIEND AND WHEN THEY ARE MADE OF DENIM, THEY ARE WEEKEND WONDER WEAR.



{ring time}

NOT LOST_ here we have a girl who appears to have lost her best friend, horse or something, and can't seem to get herself out of the ring.



Taking up yet another mood, our lady pretties up another version of our all weather rider with a preppy skirt topped with our cozy but breathable cashmere turtle neck.





{WHY SHE WORE IT} FOR RIDING,
ERRANDING, GARDENING, WORK-
ING...OUR BREECHES ARE BOUND
FOR BUMS IN AND OUT OF THE
RING.



THE ARRIVAL _an event on its own with her unconventional ways borrowed
from here, there and the somewhere. A seen she never notices.

WHO WE ARE

{an equestrian apparel company
in love with horses, style and living
out our passion} *style in and out of the ring*

WE LOVE THE TRADITIONS OF THE EQUESTRIAN WORLD. OUR
COLLECTIONS OF RIDING, SHOW AND WARM UP GARMENTS ARE
DESIGNED WITH INNOVATIVE, FUNCTIONAL FEATURES THAT
MAKE DRESSING EASIER, COMFORTABLE AND STYLISH.

OUR ALL WEATHER RIDER IS AN INTERNATIONAL AWARD WINNING COAT DESIGNED TO PROTECT YOU AND YOUR SADDLE FROM THE ELEMENTS. ALL OF OUR PIECES ARE DESIGNED FOR EQUESTRIANS BY EQUESTRIANS. BUT WE LOVE THEM SO MUCH, WE LOVE TO WEAR THEM OUT OF THE RING AS WELL. DESIGNED IN VANCOUVER WHERE LIVING LIFE IN STYLE IS SIMPLY HOW IT'S DONE.



THE VIDEO

{what she did
and what we saw}

she is a girl nutty in love with the equestrian world.

watch for it





she appears to have been born in a barn



a loft like barn where she stores her 'stuff' and her clothes.
she changes often.



she judges when judges are already judging



she snacks with what appears to be her pet miniature horse.popcorn for
her. oats for him...out of a champagne bucket. Ladies who lunch.



she lounges about in lengthy day dreams. about horses? about getting dressed.



she reads and rereads the news on horses... to the horse



she keeps champaign for the winner. she shakes it. she shouldn't



A lady who lunches lady.



she cuts clippings of horses....with her maxi scissors



she blows some kind of kisses to the horses



she snacks with what appears to be her mini horses



she hides when they look as she thinks they don't look



PG__1

BOYFRIEND SWEATER
STYLE NO. AE4025Q
CASHMERE WITH
LEATHER ELBOW
PATCHES

PG__5

CLASSIC CREW MERINO
STYLENO. AE1406MN
LIGHTWEIGHT WITH
EXTRA LONG SLEEVES



PG__31

BAMBOO TURTLENECK
STYLENO. AE3078FH
ECO-FRIENDLY BAMBOO TOP
WITH ASMAR EQUESTRIAN
CREST ON THE CHEST

PG__33

WINTER TECH HOODIE
STYLENO. AE1401Q
OUTERWEAR HOODIE WITH
OVERSIZED COLLAR/HOOD



PG__8

QUILTED JACKET
STYLENO. AE1414K
ELEGANT WARM UP JACKET
WITH A TAPERED DIAMOND
QUILTING PATTERN

PG__16

FIRESIDE SWEATER
STYLENO. AE1416B
CASHMERE TURTLENECK WITH
FAUX LEATHER DETAIL
ALONG THE ARMS



PG__26

LIMITED EDITION
ALL WEATHER RIDER
STYLENO. AE1418GP
BRUSHED TWEED WATER
RESISTANT JACKET WITH
LEATHER ACCENTS

PG__34

SIGNATURE SHOW SHIRT
STYLENO. AE4034
A SOPHISTICATED SHOW SHIRT
WITH BLACK SATIN DETAILS



PG__20



BOYFRIEND SWEATER
STYLENO. AE4025C
CASHMERE WITH
LEATHER ELBOW
PATCHES

PG__22

TWEED JACKET
STYLENO. AE4036ES
CLASSICALLY TAILORED
TWEED BLAZER



PG__36

POP OVER JACKET
STYLENO. AE1403B
POLYESTER DOWN WITH
TAPERED QUILTING AND AN
OVERSIZED HOOD/COLLAR

PG__38

MERINO SWEATER
STYLE NO. AE4025Q
LIGHTWEIGHT WITH
EXTRA LONG SLEEVES



PG__24

TOWN COAT
STYLENO. AE1408B
ELEGANT 3/4 LENGTH COAT
WITH OVERSIZED SCRUNCHED
COLLAR DOUBLES AS A
GENEROUS SIZED HOOD

PG__28

APRES RIDE CARDIGAN
STYLENO. AE4025B
CASHMERE CARDIGAN
WITH LEATHER
ELBOW PATCHES



PG__40

TOWN COAT
STYLENO. AE1408GT
ELEGANT 3/4 LENGTH COAT
WITH OVERSIZED SCRUNCHED
COLLAR DOUBLES AS A
GENEROUS SIZED HOOD

PG__42

QUILTED JACKET
STYLENO. AE1414SA
ELEGANT WARM UP JACKET
WITH A TAPERED DIAMOND
QUILTING PATTERN
LEGACY BREECH
STYLENO. AE3070B
FULL SEAT BREECH AVAILABLE
IN BLACK AND GRAPHITE





NOEL ASMAR

EQUESTRIAN

**EQUESTRIAN CLOTHES
DESIGNED FOR FUNCTIONS AND
FUNCTION AS FASHION.**

We love sharing ideas on ways to
wear and style Noel Asmar Equestrian
pieces in and out of the ring.
#miniwaystowearequestrian

style in and out of the ring

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