



Mr A Sample  
Sample Ltd  
Sample Business Park  
Sampledon  
SM17 3AB

9th October 2008

## **Fashionable, functional and fit for champions!**

Dear Mr Sample,

*My Brown Horse* supplies functional, fashionable clothing designed for equestrian and outdoor enthusiasts everywhere. Utilising the latest high-tech fabrics and bright colourful designs, our clothes enable you to ride in comfort without having to compensate on style!

Our range is part of the Anky Technical Casuals clothesline, designed and tested by double Olympic Gold Dressage Champion Anky Von Grunsven. Drawing from her years of experience, Anky found the best materials and designs to create the perfect equestrian sportswear collection.

Anky Technical Casuals are waterproof, windproof, warmth insulating and durable, whilst enabling you to stand out from the crowd. Designed for horse riders, but equally suitable for anybody who loves the great outdoors, our clothes utilise the perfect climate control concept to keep you cool in the sun, and warm and dry in the rain.

*My Brown Horse* supplies only the highest quality clothing utilising the latest advances in textile technology and trend setting designs. Anky Technical Casuals are the optimum standard for those who want to enjoy their outdoor pursuits in comfort and with panache!

### **Expert design for equestrian enthusiasts**

*My Brown Horse* is the creation of Minde Parks built on her passion for equestrian and fashion.

Matt Ambrose – *The Copywriter's Crucible*

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Minde has a long history in horse riding, starting at the age of five. During her equestrian career she won many competitions: twice winner of High Point Youth as well as winner of halter classes for English, Western, Trial, Jumping and Driving.

She is also the proud owner of two national prize winning steeds. Her pony, ‘Tuff Cookie’, was named Pony of the Year, whilst her horse, ‘Q-Ton Hobo Joe’, won the horse of the year award.

Minde named her company, *My Brown Horse*, in honour of ‘An Chonair’ her beloved steed, nicknamed ‘Dutch’, and the source of many happy memories.

Minde discovered Anky Technical Casuals on a trip to Holland. The fabrics and designs were like nothing she had ever seen before. Upon returning home her friends were equally impressed and Minde knew that she had to share her discovery with the wider equestrian community.

After a few enquiries, she won approval to become an importer for the Anky Technical Casuals range and their official US distributor.

Anky Technical Casuals superior materials and sophisticated designs have helped them become a tremendous success in Europe. The response to the range in the US has already been overwhelming. Minde now supplies the Anky range to tack shops and sporting goods stores nationwide.

## **High-tech and high performance**


Anky Von Grunsven wanted to create a new benchmark in weather resistant, functional clothing for riders and their horses. The ranges already available were dull, boring and drab. She also found that clothes made from cotton and wool just weren’t adequate or provided enough comfort in the cold weather. After two years of research she was able to create the Anky Technical Casuals range; a unique and revolutionary approach to equestrian clothing.

Anky wanted to take advantage of the huge advances in the technology behind new textiles and fabrics. The development of clothing for use in the military, space exploration and the medical world had created new materials which were more durable, weather resistance and comfortable than anything ever created. Anky wanted to use these groundbreaking new materials, combined with bright colors and dynamic designs, to create a superior, technologically advanced clothes range.

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Anky Technical Casuals use the latest textiles and fabrics, produced by their partners Dupont®, Schoeller®, Malden® and Petrie®, to create a new concept in equestrian clothing. The clothes have been developed and designed to provide the optimum level of comfort in all manner of weather conditions.

Anky clothes use a new layering technique known as the 'Complete Climate Control Concept'. Competitors in highly active sports sweat from the physical exertion. This sweat will stick to the skin, and combined with cold winds, will cause the body to cool to the point of becoming cold.

ATC's layering system lifts the moisture away from the skin and then 'breathes' it away, enabling the wearer to keep warm and comfortable:

- Layer 1=Maintains the body temperature and draws moisture away from the skin.  
= T-shirts and Polo shirts with Cool Max® or Powerdry® fabrics.
- Layer 2 = Insulates from the elements, keeps you warm and moisture control.  
= Fleeeces, sweaters and zip-jackets using Polartec® fabrics
- Layer 3 = Protection against cold, wind and snow.  
= Parka and bomber jackets, wind stoppers and body warmers made with Gore-Tex® material.

Whether you're a horse rider, mountain climber or enjoy any outdoor activity, Anky Technical Casuals are the most technologically advanced standard in functional, fashionable and comfortable clothing.

## **Discover the range for yourself**

*My Brown Horse* is the official US Distributor for Anky Technical Casuals. Our products are available from tack shops and equestrian stores that specialize in the latest and highest quality riding apparel. We are also beginning to rollout distribution from sporting good stores nationwide.

Please contact us for information on your nearest stockist, to place an order, or for general assistance, and we will be more than happy to help.

Yours sincerely,

**Minde Parks, Founder of My Brown Horse**

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