

IF THIS IS THE GREEN ISSUE WHY IS THIS COVER WHITE?

Western SHOOTING HORSE

JUNE/JULY 2011

PRESERVING A RARE BREED OF HORSE AND RIDER

THE GREEN ISSUE



80%

Barranada Shirt

80%

Custom Saddle

60%

Pro Choice Saddle Pad

50%

Wrangler Rock 47 Jeans

70%

Corral Boots & Jacket

70%

Gordy Alderson Bit

100%

Ruby (the horse)

100%

Pro Orthopedic Boots

\$4.99 US & CAN/



www.wshmag.com

100 POSITIVE WAYS TO LIGHTEN YOUR CARBON HOOFPRIINT

Making Of The Cover

By Ken Amorosano

WHEN WESTERN SHOOTING HORSE decided it was going to dedicate this June/July issue to "Green Sensibility" we knew right away we needed a different cover.

The obvious choice was something "green." But that was too obvious. Our next thought was to incorporate green into its context. Since the green in the context of this issue doesn't really mean the color green, we decided on a white cover with the subject matter reflecting this low carbon hoofprint approach.

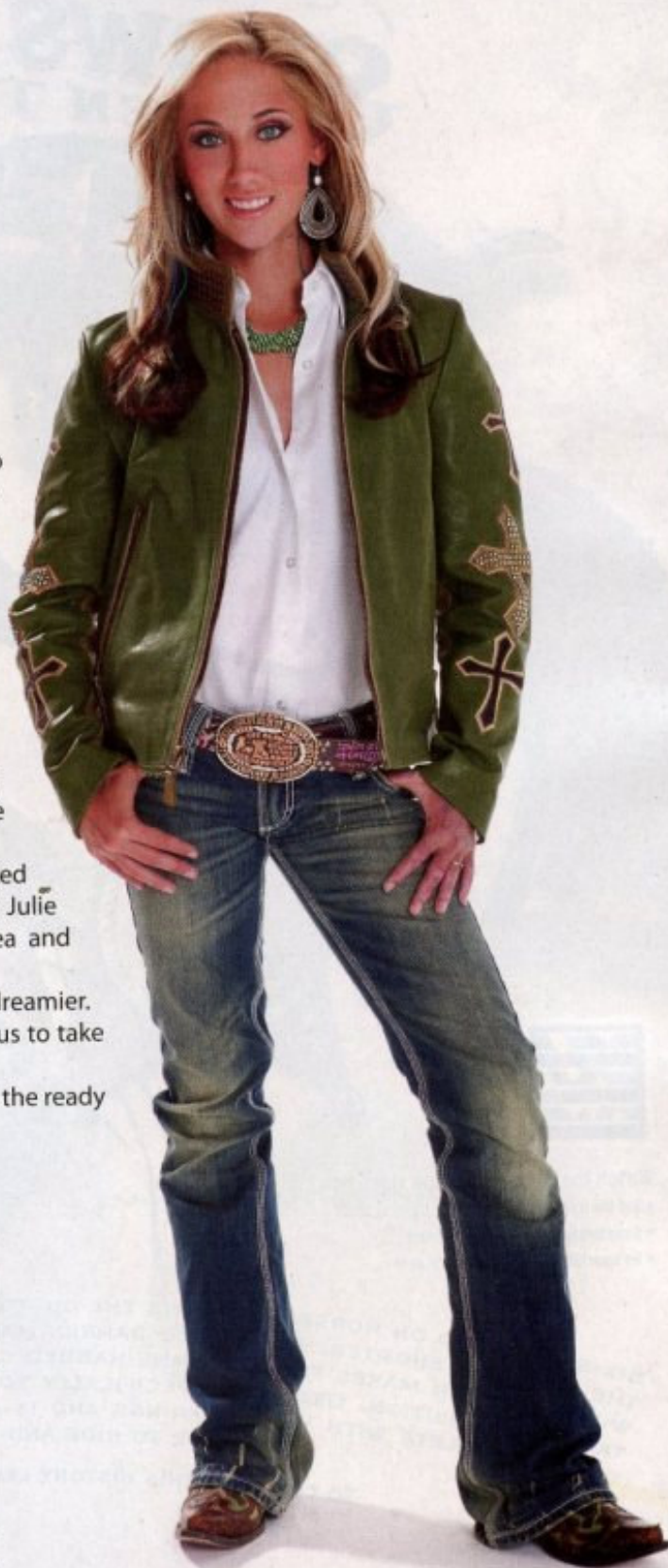
Whitney Alderson was selected for the Summer Fashion feature on page 42, and we wondered, 'what if we could bring Whitney and her horse, Ruby, into a studio to give us the white seamless background we desired?'

When Whitney thought it was a good idea, we next asked veteran photographer John Beckett and his business partner Julie Koeth to do it. The team immediately jumped on the idea and scheduled studio space in downtown Phoenix.

Working with Whitney was a dream and her horse was even dreamier. Ruby took to the studio like a seasoned veteran and allowed us to take the shot.

Whitney's mom Kelly played a major role in keeping Ruby at the ready and the results show on this beautiful cover.

Thanks Whitney, Kelly, John, Julie and Ruby!



Corral Boots apple green "Wing & Cross" jacket (\$1200), Barranada "Futurity" blouse (\$120), Wrangler Rock 47 "Dark Rain" jean (\$59) and Corral brown and green boots (\$265).

GREEN SUMMER

From natural fibers to sustainability initiatives, the Western fashion industry is going green!

Custom manufacturers lead the way with efficient practices. Ryan Vaughan of Rios of Mercedes (which manufactures Anderson Bean, Macie Bean and Olathe Boots) says that, among other practices, they “re-craft boots instead of throwing them away, sell all of our scrap leather to be used for small leather goods, and use non-toxic water based glues in many areas of production.” Corral Boot’s Heather Allen says the company uses tanneries in Mexico that have increased their environmental specs beyond international guidelines. Lucchese Boots has a strict policy of using or reselling every bit of leather in their production process.

“Made in America” is another way to go green, by reducing the carbon footprint of goods. Cowgirl Tuff’s Signature line is made and decorated by hand in-house. Lesley Rand Bennett makes every piece of jewelry by hand, and all of her stones are conflict-free. JW Brooks hats are all custom crafted and decorated in their Arkansas workshop, and their packaging is 100% recyclable.

Lots of companies are doing their own in-house recycling. Longhorn Jeans and Durango Boots both admit that recycling in their offices is a big deal. Many of the faux leather purses on the market today are made from recycled plastics, according to Trenditions.

Natural fibers, like the pure silk and 100% cotton in Barranada shirts, are another way companies are staying green. Tasha Polizzi’s natural leathers and the many natural fiber offerings from the Roper/Stetson apparel line are not only environmentally friendly, but breathable and comfortable as well.

Our mix of looks from date night to height of competition will let you love the earth in your fashion as much as you do in every other aspect of your life.



HAZARDOUS

