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For Immediate Release

## **Top Show Jumping Stars Strut in Just World Fashion Show**

Wellington, Florida – The second annual ‘Strut! Fashion for a Just World’ fashion show to benefit JustWorld International was held Saturday night, March 3, at the Wellington Club on the show grounds of the FTI Winter Equestrian Festival in Wellington, FL. In a production that wowed the crowd, ‘Strut! Fashion for a Just World,’ presented by Horseware Ireland, was once again a huge success as the biggest names in horse sport took to the runway, showing off the latest looks in equestrian lifestyle fashion.

The house was packed with more than 200 attendees enjoying the exciting atmosphere. The music was pumping as the models strutted down the runway as if on the catwalks of New York Fashion Week. Flashbulbs ignited as the models struck poses, some saucy, some silly, and all highly entertaining. Master of Ceremonies Allan Donnan flew in from Canada to add his colorful commentary, engaging spectators and models alike with his charming and witty banter.

One highlight of the evening was the live auction that took place while the models encouraged participation from the runway. Feverish bidding ensued for a polo lesson with American 8-goal player Mike Azzaro and a date with handsome Swedish grand prix rider Daniel Zetterman. In the end, Alice Lawaetz walked away with the polo lesson with her bid of \$1,000, while Lisa Skiffington won the date with the Swedish show jumper for \$600. Mireya Cano, Tina Mowery, and Tom MacGuinness also walked away winners after their names were drawn in a raffle for the ‘off the runway’ looks from Pessoa, Dyer Equestrian, and The WEF Boutique.

Male models showing off the latest fashions in equestrian apparel and street wear included Kevin Babington, Mike Azzaro, Nick Dello Joio, Daniel Zetterman, Andres Rodriguez and Andrew Bourns. Showcasing the women’s fashion were Caitlin Ziegler, Aimee McClenahan, Blythe Marano, Alexa Adelson, Sophie Simpson, Amanda Derbyshire, Nicola FitzGibbon, Tatiana Dzavik, Angela Covert-Lawrence, Tiffany Morrissey, Nicole Simpson, Kim Corts, Erynn Ballard, Shelby Ballard, Megan Tessaro, Louise Serio, Lexie Mowery, Alexandra Skiffington, Kahla Onetto and Kemini Chinloy. JustWorld Ambassador Marlee Dichter of Canada chose to model with her favorite fashion accessory – her dog, Yogi.

For the second year in a row, JustWorld’s longtime partner Horseware Ireland was the presenting sponsor of the ‘Strut! Fashion for a Just World’ fashion show, raising more than \$10,000 to benefit JustWorld’s project sites in Brazil, Cambodia, Guatemala, and Honduras. JustWorld International is a not-for-profit, humanitarian organization, which works as a catalyst for positive change in the developing world by helping impoverished children.

Horseware Ireland's founder and managing director, Tom MacGuinness, came up with the idea of holding a fashion show last year to launch the brand's new Pessoa clothing line as well as to benefit JustWorld.

"Once again, the Strut! fashion show was a great success," said long time supporter MacGuinness, whose company donates a portion of every fly sheet it sells to supply mosquito nets to JustWorld's project sites in Cambodia. "It's proven to be a great venue for equestrian industry manufacturers and vendors to show off their beautiful clothing, all while supporting JustWorld and the work that they do for children in need around the world."

In addition to featuring Horseware Ireland's Pessoa collection, other brands featured included Le Fash, Asmar Equestrian, Dyer Equestrian, Grand Prix featuring Pikeur, GPA, and Konigs, Ariat, De Dau, Goode rider, The WEF Boutique, Zest, Skiffington LLC, Eleganté Polo pf Palm Beach, and a look by Sofie Belgium Boutique, which was provided with the generous support of the Ruziska family.

The second annual fashion show was organized by JustWorld's Sabrina Jurak, assisted by Horseware Ireland's Lorraine MacGuinness as well as the Dobbin Group's Candace FitzGerald and Amanda Powers. Dazzle Creative Events produced 'Strut! Fashion for a Just World' while event photography was provided by Sportfot and videography was handled by PublicReputation. Gift bags included Sugar Lip Treatments provided by Fresh, leather key chains by Pessoa and horse treats from Le Fash.

All proceeds raised from the 'Strut! Fashion for a Just World' fashion show will benefit JustWorld International's project sites in Brazil, Cambodia, Guatemala, and Honduras.

With show jumping riders around the world signing up to become JustWorld Rider Ambassadors, Executive Director Jessica Newman has mobilized some of the sport's biggest names towards supporting JustWorld's projects. There are currently more than 500 Rider and Technical Official Ambassadors from 40 different countries, ranging from nine-year-old pony riders to Olympic medalists, who help bring attention to JustWorld International's cause.

Founded in 2003, JustWorld International is a not-for-profit, humanitarian organization working as a catalyst for positive change in the developing world by helping children in impoverished communities. For more information on JustWorld International, please visit [www.justworldinternational.org](http://www.justworldinternational.org).

#### **About Horseware® Products Ltd.**

Tom and Carol MacGuinness founded Horseware® Products Ltd. determined to produce a turnout rug that didn't leak, slip or cause the horse to sweat. In 1985, they revolutionized the industry with the introduction of the Rambo® Original – the first fully waterproof and breathable turnout that really worked. By 1996 the Rambo® had become the world's best selling Turnout rug and its design has become the industry standard in production, quality and development.

Since then, Horseware's key policy of 'Innovation not Imitation' has led the company to create the Rhino and Amigo lines of horse clothing based on the original Rambo® design, and several lines of equestrian lifestyle clothing. For more information about Horseware® Products Ltd. please visit [www.horseware.com](http://www.horseware.com).

#### **ATTACHED PHOTOS**

"Irish Olympian Kevin Babington models the latest look from Horseware Ireland's Pessoa clothing collection."

“Horseware Ireland founder Tom MacGuinness describes the new school that was built at JustWorld’s project site in Cambodia with funds raised at the inaugural ‘Strut! Fashion for a Just World’ fashion show.”

All Photo Credits – Sportfot

**NOTE** - For high res images, as well as a large selection of other photos, please e-mail

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