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Cheltenham, UK

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The Game Reserve® set to turn more heads

Riding leisurewear designer The Game Reserve® has added striking new Tiger and Giraffe designs to its animal print half chap range. The brand has also unveiled its first line of original T-shirts.

Available in child and adult sizes, the two new synthetic suede half chap styles are now machine washable. Priced from just £27 plus postage, quality features include robust YKK zips, a premium ribbed elasticised back, rugged poppers and reinforced straps.

The Game Reserve's new 'Wild' Lady-fit T-shirts are the perfect complement. At £16 plus postage, the screen-printed cotton Fruit Of The Loom shirts are available in UK ladies sizes 8-16. All products are in-store online at www.thegamereserve.com

"Hopefully we've something for everyone. Our Tiger print will appeal to extroverts," says Denise Webb, Head of Design, "whilst the Giraffe is really unusual too - just a little more subtle. Wearing a 'Wild' T-shirt sets off our half chaps a treat. It's a great look, it's fun, it's different - so why not turn heads?"

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Editors' notes:

The Game Reserve brand launched in February 2007 offering leisure riders fresh, original design choices for quality riding wear. The company is based in Cheltenham, Gloucestershire UK, retailing around the world from its online store at www.thegamereserve.com

For further information, studio and location product pictures and press resources, contact Denise Webb, Head of Design:

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