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Cheltenham, UK

The Game Reserve® launch unleashes fierce new fashion

The Game Reserve®, the new savannah-inspired fashion and leisurewear brand, has launched in the UK unveiling its debut Equestrian collection.

Based in Cheltenham, Gloucestershire, the brand's first line is a range of striking animal-print half chaps for children, teenagers and adults in Amara synthetic suede. The company, including online store **thegamerreserve.com**, is the brainchild of leisure rider and mother-of-two Denise Webb.

The brand's original, authentic stylised designs are the result of careful product development.

"We were very, very clear about the distinctive look, fit and performance we wanted," explains Webb. "Our product sizing means our chaps are a family thing: fun for kids, cool for teens and a real showstopper for adults. The Game Reserve brand is set to turn heads," she claims.

Despite designer-fashion flair, The Game Reserve's products are carefully engineered for the rigours of everyday leisure use. The microfibre fabric is tough yet supple – and virtually indistinguishable from real suede. The Game Reserve half chaps feature robust YKK zips, a premium ribbed elasticised back, rugged poppers and reinforced straps.

"We deliberately selected one of the finest manufacturers in the market to produce our original designs" says Webb "We know the quality and finish we've achieved is simply second to none."

The first half chap range is available for purchase online at **thegamerreserve.com**, with further styles adding each month. Half chap prices start from £35 for children and £47 for adult sizes inc VAT, plus carriage.

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