


FIRSTLOOK Albion Couture House saddle

 Always dreamed of having a bespoke saddle? The new Albion Couture House has been set up to provide exactly that. Your Horse gear editor Allison Lowther takes a look



First impressions count especially in the dressage arena. Crystal-encrusted browbands and patent leather bridles, designed to impress the judges with your horse's overall look, have become an accepted part of the dressage world.

Now you can go one step further with the launch of Albion Saddlemakers' new division, the Albion Couture House.

This has been created following a growing demand from customers who

are keen to stand out from the crowd and want to buy something unique. Albion is well known for being at the cutting edge in the saddlery world and its saddles are a popular choice for professionals and amateurs.

"Customisation is a standard in the world of luxury. Affluent consumers expect a rare and special experience with higher price points in luxury goods," comments Sherry Belton, Albion's managing director.

Albion Couture House's first design is the Revelation Dressage Saddle. This aims to combine an extremely comfortable saddle for you and your horse with all the technical expertise you would expect from Albion, with added luxury and elegance.

The saddle is fully bespoke and designed to feel 'super close and light' and its single flap design will help improve your comfort and communication with your horse.

Having a saddle that's perfectly balanced and supports you makes riding and competing so much easier

TAILOR-MADE

The choice with the Revelation saddle starts right with the basics - the material it's made from. The choice of leather includes French calf skin or even the more exotic such as ostrich.

If you're looking for something other than the more traditional black or dark Havana, you can choose from oak brown, caramel, or chocolate - or, for even more individuality, pick one of the colours available upon request, such as fuchsia!

But why stop at just a different leather colour or type when you can also incorporate patent leather into the design and even add a touch of sparkle with some Swarovski crystals too - it's up to you.

PERFECT POSITIONING

As well as the saddle being perfectly made to fit your horse, rider comfort is essential too. A saddle that's perfectly balanced and supports you makes riding and competing so much easier.

With this in mind, there's four different knee roll shapes, or you have the option of fully personalised knee rolls. With this option, you decide on the shape and positioning, so the saddle truly is made for you and your horse.

The dressage saddle is just the beginning - there are plans for a jump and cross-country saddle too and a range of bridles and accessories will follow shortly.

The fully-bespoke Revelation dressage saddle starts from £3,500

To find out more about the Albion Couture House and the complete range from Albion call 01922 646210 or visit www.albionsaddlemakers.co.uk

The perfect fit

Each Revelation saddle is handmade, incorporating Albion's new interactive precision saddle fitting technology.

New templating techniques, developed specifically for this saddle, ensure precise measurements can be taken from your horse's back. The saddle contact area is measured three dimensionally and recorded. From analysing these results, the team can create a personalised tree to

your horse's exact measurements, maximizing his comfort and ability to move freely.

Albion Saddlemakers' chairman and design engineer Paul Belton has teamed up with a German engineering company to develop the Mechanical Horse, to complete the ultimate saddle fit solution.

Paul says: "This new saddle-fitting program will allow for more precise measuring of the horse, so our saddle fitters can offer a first class service."

The Mechanical Horse can be adjusted to recreate your horse's profile from the measurements.

This allows saddle fitters worldwide, and at Albion's HQ in Walsall, to view a horse's profile at the same time, wherever in the world the saddle fitter may be.

The technical sales team at Albion, (all of whom ride) can take the information from the Mechanical Horse, discuss the fitting options available for the horse and advise fitters if any queries arise.

Throughout the production process and at the final inspection, the saddle can be checked on the Mechanical Horse to ensure the saddle fits correctly, in contact with the horse and in true balance for the rider before it leaves Albion.

Although this precision saddle-fitting program has been developed for the new Revelation range, customers are already asking for it to be used across the complete range of Albion saddles.

The Revelation saddle can only be fitted by a number of selected Albion fitters who have been fully trained to operate Albion's precision fitting programmes.

"In today's climate it's increasingly important to offer superior service to your customers," says Sherry.

Prices start from £3,500

