

Freejump Leading Edge Collection designed by Pininfarina

Elegance meets performance at the International Jumping of Bordeaux

Bordeaux, February 2, 2017 – Created specifically for women, the new **Leading Edge Foxy boots** are the first piece of the innovative **Leading Edge Collection** designed for Freejump by Pininfarina. After two years of research and development, the product will be introduced to the riding enthusiasts at the **International Jumping of Bordeaux** on February 3rd. The Olympic Champion **Penelope Leprevost**, who contributed personally to the development and validation of these boots, will take part to the event.



Freejump solid experience and innovative approach combined with the aesthetic vision of Pininfarina gave life to the first Freejump boots ever designed exclusively for women. **Excellence, style and performance** shape this unique equestrian equipment **tailored to women's needs**.

Technical innovation and comfort are the confirmation of Freejump footwear expertise: the technical textile areas on the back allow a **perfect fit** and, thanks to a second back zipper working hand-in-hand with front zipper, the boots are completely adaptable and breathable. The product, with 3 spurs positions, is available in two different colors: black or black and bronze. The combination between technical textile and the more classical-looking leather create a distinctive contrast. **Sleek, elegant lines and a bicolor shape** emphasizes the female element, recalling heel shoes and conveying in this footwear all the the Italian **elegance, purity and flair**. New advanced riding products belonging to the Collection will follow in the next months.

"Our passion for horses and first class riding events leads us to develop exclusive products for the riders' sake" affirms **Yann Dubourg**, CEO and Founder of Freejump. "We share the values for excellence of Pininfarina and we are definitely proud and enthusiastic to present this first piece of the Leading Edge Collection."

"Since its foundation Pininfarina has always been connected with sportiness and high performance" says **Paolo Pininfarina**, Chairman of the Group. "The collaboration with Freejump allowed us to combine elegance and functionality in a series thought for an exclusive riding experience".

Take part to the official presentation of the Leading Edge Collection

Friday February 3rd at 3.30 pm in the Freejump Top Riders Lounge, International Jumping of Bordeaux



The products will be soon available on the market and on our on line store store.pininfarina.com

About Freejump

Created to serve the market of riding enthusiasts, Freejump is today a benchmark in terms of innovation and high-tech products designed for the performance, comfort and safety of both riders and horses. Since its start in 2001, thanks to its close and continuous collaboration with the world's best riders and its attentive response to the needs of amateur riders, Freejump has constantly improved the competitiveness of its products. Today Freejump is the leader of high performance stirrups thanks to the performance of our single-branch technology. Freejump has also brought to the sport integrated riding shoes and half chaps, a concept in the limelight of the biggest Championships since 2007. Player in its own ecosystem, Freejump is the partner of the most prestigious French horse riding contests (*Jumping de Bordeaux, La Baule CSIO, Les Etoiles de Pau CCI*), of the *International Jumping Rider's Club* and Official Partner of the *Equestrian French Federation*.

About Pininfarina

Pininfarina is a 360° design house of international repute and a symbol of Italian style in the world. Pininfarina has designed in the fields of transportation, electronics, sporting goods, furniture/home equipment, machinery, consumer products, graphic design and packaging, architecture and interiors. For over 86 years Pininfarina has partnered with the most prestigious firms and brands transferring the values of elegance, purity and innovation that have historically characterized the Pininfarina identity and unmistakable line resulting in icons of timeless beauty. Pininfarina Extra has its headquarters in Italy and offices in Miami, Pininfarina of America, dedicated to the American market.

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