

FITS passes reins to Aiken-based equestrian entrepreneurs.

In a strategically planned succession move by its founder and CEO, Sheryl Rudolph, FITS (Fun In The Saddle), the leading manufacturer of equestrian athletic apparel has been sold to Lida Bard and Brian Allenby of Aiken, SC. The couple plans to maintain FITS' long standing reputation for innovation and quality while moving FITS' main offices from Portland, OR. to Aiken.

In a joint statement to its customers, FITS stated: Sheryl, having founded and guided FITS through 10 years of continuous growth, will not disappear entirely, although she looks forward to new found time for her other passions. She is committed to advising and consulting with Lida and Brian to maintain FITS' leadership position in equestrian apparel; as well as advising and encouraging their enthusiastic commitment in taking FITS to even higher levels.

Lida and Brian bring many combined years of business and professional experiences; and are avid riders. Brian has a marketing and sales background and Lida has been promoting business in Aiken's downtown historic district. She is also a skilled sewist and has a great knowledge of what goes into making FITS' products. Both Lida and Brian are very enthusiastic about increasing FITS' product offerings and expanding to new markets. We are open to additional business opportunities that may add complimentary products, especially those with proprietary benefits," says Lida.

FITS' patented technologies and recognized workmanship will continue unabated, moving forward as FITS Riding Ltd. Now with even more eyes on every aspect of what it has taken to make FITS a recognized leader in the equestrian world, Lida looks forward to heading product development and production. The Spring '16 line is well into completion and will be previewed at AETA in a few months, where Lida and Brian are excited to meet everyone. "Mollie Skopil will continue as Sales Director, assuring even more continuity to the transition," Brian adds.

"They come to the business with a passion for excellence and youthful energy", Rudolph says as she has been busy introducing the soon-to-be-married couple to FITS' customers and retailers.

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