

ARIAT ACCESSORIES

SPRING 2024





A DIFFERENT BREED OF COMPANY

Ariat is committed to building a different breed of company, one that reflects our core values as a team and those of our consumers. Our company values have shaped our success since 1993 — a commitment to innovation, quality, integrity, teamwork and respect.

SPRING 2024

ARIAT

ACCESSORIES



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Official Footwear and Apparel
Partner of the United States
Equestrian Team — All Disciplines

AVAILABILITY KEY:

Date—Launch date for new colors and styles

Check Availability—*Check stock before placing orders*

Technologies

ABRASION RESISTANT



Durable, specially woven materials prevents wear in high-friction areas.

ARIATTEK®



Technical designs and performance materials defy any climate.

BREATHABLE WATERPROOF



Breathable waterproof accessories are windproof, waterproof and seam-sealed. Surface fabric repels wind and water but allows body vapor to escape.

CLIMATE TEK™



ClimateTEK is a dynamic, rapid cooling technology that automatically reacts to changes in your body temperature, keeping you cool when things heat up and comfortable when you're at rest.

COMPRESSION



Compression fabric provides a sleek, flattering fit and retains it's shape.

COOL CLIMATE INSULATION



Cool Climate Insulation™ provides optimal lightweight comfort and warmth.

DURASTRETCH™



Elastic fibers woven into fabric for maximum flex.

Eco DRY™



Eco DRY™ technology offers protection against the elements without harmful, environmentally damaging chemicals.

ETHICALLY SOURCED WOOL



Wool regulates body temperature, retains warmth when wet and delivers antibacterial properties to reduce odor. Machine washable.

MOISTURE MOVEMENT TECHNOLOGY™ (MMT™)



Ariat's Moisture Movement Technology™ pulls moisture to the outside so it evaporates quickly, keeping you dry and comfortable.

ORGANIC COTTON



Organic cotton is grown using methods and materials that have a low impact on the environment. Organic production systems replenish and maintain soil fertility, reduce the use of toxic and persistent pesticides and fertilizers, and build biologically diverse agriculture.

PERFORMANCE STRETCH



Enhanced flexibility provides a comfortable, moves-with-you fit that won't constrict.

REFLECTIVE



Increases visibility and safety.

STAIN-RELEASE



Stain repellent finish provides protection against stains, dirt and other marks.

SUN PROTECTION FABRIC™



Provides protection from harmful UV rays.

Technologies

TOUCHSCREEN ENABLED



Get a handle on technology - touchscreen-friendly gloves let you tap, text and swipe with ease.

TOUGHMAX™



Engineered for exceptional toughness, the flexible stretch canvas is the ultimate in comfort and durability.

WIND RESISTANT



The lightweight surface fabric helps block wind and prevent cold air from coming through.

WIND AND WATER RESISTANT



Wind and water-resistant styles employ a thin technological coating on lightweight surface fabric to block wind and protect from light rain.

WRINKLE RESISTANT



Fabric is engineered to look crisp and clean for longer.

CAPS

Ariat® caps are stylish and functional — incorporating attractive detailing and performance features such as cooling fabrication, UV protection, moisture-wicking quick dry, and a crease-resistant finish.

SHIELD PERFORMANCE CAP

Keep the glare --and helmet hair --at bay in comfort with this lightweight cap. The cooling, moisture-wicking fabric has UV protection for added coverage on hot, sunny days



Performance stretch fabric with 97% polyester and 3% elastine

UV protection

Moisture-Wicking

Unisex fit

ClimateTEK cooling headband

Caps

SHIELD PERFORMANCE CAP

NEW STYLE

FEATURES

- Performance stretch fabric with 97% polyester and 3% elastine
- Moisture-Wicking
- UV protection
- ClimateTEK cooling headband
- Unisex fit

SIZES

One Size



STYLE # **10051077**

COLOR **Sage Green**

MSRP **\$39.95** | 220004

Available 2/1/24



STYLE # **10051076**

COLOR **Black**

MSRP **\$39.95** | 220004

Available 2/1/24



STYLE # **10051075**

COLOR **Team Navy**

MSRP **\$39.95** | 220004

Available 2/1/24



TEAM III CAP (cont.)

STYLE # **10051078**

COLOR **Team Navy**

MSRP **\$29.95** | 215004

Available 2/1/24



ARGENTIUM H2O CAP

FEATURES

- DRYShield™ waterproof breathable construction
- Organic cotton
- Ladies fit

SIZES

One Size



STYLE # **10047413**

COLOR **Earth**

MSRP **\$49.95** | 225004

Check Availability



TEAM III CAP

NEW STYLE

FEATURES

- 100% cotton
- Moisture-Wicking sweatband
- Unisex fit

SIZES

One Size

STYLE # **10051080**

COLOR **Desert Pink**

MSRP **\$29.95** | 215004

Available 2/1/24



STYLE # **10051079**

COLOR **Classic White**

MSRP **\$29.95** | 215004

Available 2/1/24



Caps

TRI FACTOR CAP

FEATURES

- 100% polyester
- Perforated rear panels for breathability
- UV protection
- Moisture wicking
- ClimateTEK cooling headband
- Ladies fit

SIZES

One Size



STYLE # **10051072** **NEW COLOR**

COLOR **Chocolate Brown**

MSRP **\$39.95** | **220004**

Available 2/1/24



STYLE # **10031289**

COLOR **Black**

MSRP **\$39.95** | **220004**

Check Availability



STYLE # **10022588**

COLOR **Deep Navy**

MSRP **\$39.95** | **220004**

Check Availability



STYLE # **10022589**

COLOR **Silver Gray**

MSRP **\$39.95** | **220004**

Check Availability



STYLE # **10043931**

COLOR **Relic**

MSRP **\$39.95** | **220004**

Check Availability



ARENA CAP

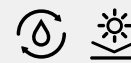


FEATURES

- 100% Polyester
- UV protection
- Moisture-wicking, quick-dry fabric
- Ladies fit

SIZES

One Size



STYLE # **10018831**

COLOR **Charcoal/Ivory**

MSRP **\$34.95** | **217504**

Check Availability



STYLE # **10020837**

COLOR **Navy/White**

MSRP **\$34.95** | **217504**

Check Availability





BELTS

Express your individuality both in and out of the arena. With features such as reversible buckles, stretch fit, and genuine leather, Ariat® belts ensure every rider can find the fit and style they require.

SPUR II BELT

Designed to slide neatly into your breeches' belt loops, this supple leather belt is a go-to for schooling and show. The silver, spur-inspired buckle adds a little something extra to any outfit.



100% Leather

Equestrian buckle design

Belts

SPUR II BELT

NEW STYLE

FEATURES

- 100% Leather
- Equestrian buckle design
- Imported

SIZES

XS-L

STYLE # **10051084**

COLOR **Chocolate**

MSRP **\$64.95** | 232504

Available 2/1/24



STYLE # **10051083**

COLOR **Black**

MSRP **\$64.95** | 232504

Available 2/1/24



EQUESTRIAN BELT BAG

NEW STYLE

FEATURES

- 100% Leather with fabric lining
- Sized to fit larger phones
- Slides on to any belt to wear comfortably in or out of the saddle
- Imported

SIZES

One Size

STYLE # **10050857**

COLOR **Black**

MSRP **\$99.95** | 250004

Available 2/1/24



FAIRFIELD BELT

NEW STYLE

FEATURES

- 100% Leather
- Classic buckle
- Imported

SIZES

XS-L

STYLE # **10051086**

COLOR **Black**

MSRP **\$64.95** | 232504

Available 2/1/24



SHIELD II REVERSIBLE BELT

NEW STYLE

FEATURES

- 100% leather
- Reversible buckle
- Imported

SIZES

XS-L

STYLE # **10051085**

COLOR **Black/Brown**

MSRP **\$99.95** | 250004

Available 2/1/24



THE SHIELD BELT

FEATURES

- 100% leather
- Ariat shield buckle
- Narrow 1.5" strap
- Imported

SIZES

XS, S, M, L

STYLE # **10043947**

COLOR **Black**

MSRP **\$64.95** | 232504

Check Availability



STYLE # **10043948**

COLOR **Cocoa**

MSRP **\$64.95** | 232504

Check Availability



REGAL REVERSIBLE BELT



FEATURES

- 100% Leather
- Reversible buckle
- Imported

SIZES

XS, S, M, L

STYLE # **10004955**

COLOR **Black/Brown**

MSRP **\$94.95** | 247504

Check Availability



Belts

SADDLERY BELT

FEATURES

- 100% leather
- Decorative equestrian stitch pattern
- Imported

SIZES

XS, S, M, L

STYLE # **10018434**

COLOR **Chocolate**

MSRP **\$79.95** | **240004**

[Check Availability](#)



SNAFFLE BELT

FEATURES

- 100% leather
- Equestrian buckle design
- Imported

SIZES

XS, S, M, L

STYLE # **10018412**

COLOR **Black**

MSRP **\$74.95** | **237504**

[Check Availability](#)



SPUR BELT

FEATURES

- 100% leather
- Equestrian buckle design
- Imported

SIZES

XS, S, M, L

STYLE # **10004594**

COLOR **Black**

MSRP **\$54.95** | **227504**

[Check Availability](#)



ARIAT

GEAR BAGS

Gear is easier to manage with Ariat's thoughtfully designed bags. Ergonomic straps and strategic pockets and organizers meet the needs of all types of riders, accommodating riding equipment and technology while offering elegant equestrian styling.

RING BACKPACK

Ringside organization—a sleek, thoughtfully designed backpack that has a place for everything and keeps it all within reach.



Gear Bags

GRIP BAG

FEATURES

- 50% Polyester, 50% PVC
- Boot compartment
- Dirty clothes pocket w/ mesh top
- Drop pocket for spurs
- Detachable toiletry bag
- Cell phone pocket
- Key holder
- Nylon body
- Nylon web straps
- Rubberized base

SIZES

23½" W x 16½" H x 11" D

STYLE # **10018902**

COLOR **Black/Gray**

MSRP **\$229.95** | 2115004

[Check Availability](#)



STYLE # **10018903**

COLOR **Navy/Red**

MSRP **\$229.95** | 2115004

[Check Availability](#)



RING BACKPACK

FEATURES

- 100% Polyester
- Helmet sling
- Crop holder
- Laptop/tablet sleeve
- Cell phone access pocket w/ separate phone charger pocket
- Insulated bottle pocket w/ hot/cold pack included
- Spur ring
- Organizer pocket panels
- Dirty clothes pocket w/ mesh top
- Padded straps
- Mesh back panel
- Nylon web straps

SIZES

11¼" W x 18" H x 5¼" D

STYLE # **10018904**

COLOR **Black/Gray**

MSRP **\$114.95** | 257504

[Check Availability](#)



STYLE # **10018905**

COLOR **Navy/Red**

MSRP **\$114.95** | 257504

[Check Availability](#)



ARIAT TEAM MINI CARRY ALL

FEATURES

- 100% Polyester
- Two exterior drop pockets w/ elastic keeper cords
- Back zipper pocket
- Generous interior section w/ zip pocket
- Bonus organizer pocket
- Equestrian lining
- Comfortable web straps

SIZES

9" W x 9" H x 6½" D
w/ 12" strap drop

STYLE # **10021086**

COLOR **Navy/Red**

MSRP **\$59.95** | 230004

[Check Availability](#)



ARIAT TEAM CARRY ALL TOTE

FEATURES

- 100% Polyester
- Exterior drop pockets w/ magnetic closure
- Large interior section w/ zip pocket
- Bonus organizer pocket w/ magnetic closure
- Equestrian lining
- Comfortable web straps

SIZES

12" W x 13" H x 8" D

STYLE # **10021083**

COLOR **Navy**

MSRP **\$74.95** | 237504

[Check Availability](#)



ARIAT TEAM GARMENT BAG

FEATURES

- 100% Polyester
- Two large external pockets w/ magnetic closure
- Hanger opening and strap
- Full-length zipper
- Equestrian lining
- Comfortable web straps

SIZES

24" W x 39" H x 4" D

STYLE # **10021084**

COLOR **Navy**

MSRP **\$119.95** | 260004

[Check Availability](#)



Gear Bags

ARIAT TEAM HELMET BAG

FEATURES

- 100% Polyester
- Two exterior pockets w/ magnetic closure
- Double-zipper opening
- Interior zip pocket for hairnet, etc.
- Equestrian lining
- Comfortable web straps

SIZES

12" W x 10" H x 10" D
at base

STYLE # **10021085**

COLOR **Navy**

MSRP **\$59.95** | 230004

[Check Availability](#)



ARIAT TEAM TALL BOOT BAG

FEATURES

- 100% Polyester
- Double-zipper opening
- Boot divider
- Roomy exterior pocket for spurs, etc.
- Comfortable shoulder strap
- Carrying handle at top
- Equestrian lining

SIZES

8.5" W x 26" H x
12.25" D

STYLE # **10021087**

COLOR **Navy**

MSRP **\$109.95** | 255004

[Check Availability](#)



GLOVES

Innovatively designed, Ariat® gloves offer added protection and grip without impeding movement or the feel of the reins.

COOL GRIP GLOVE

Made from durable, washable performance tech fabric that keeps hands cool, this glove is ready to ride. It's also expertly engineered with reinforced abrasion resistance and exceptional grip where you need it most. Elastic wrist provides a secure, comfortable fit and easy on/of.



Easy-on, comfort wrist design

Reflective logo detail

Cooling fabric on back of hand

Touchscreen compatible

Reinforcement where riders need

Digital pattern palm material delivers optimal grip and durability



Gloves

COOL GRIP GLOVE

FEATURES

- Synthetic palm
- ClimateTEK™ cooling fabrication back hand
- Reinforced stress points
- Comfort wrist closure
- Washable
- Imported

SIZES

6½, 7, 7½, 8, 8½



STYLE # **10040206**

COLOR **Black**

MSRP **\$39.95** | 220004

[Check Availability](#)

ARCHETYPE GRIP GLOVE

FEATURES

- Technical performance fabric
- Mesh knuckle insert enable mobility
- Goat leather reinforced stress points
- Touch screen compatible
- Performed palm for maximized breathability
- Adjustable Velcro® closure
- Ariat detail
- Imported

SIZES

6½, 7, 7½, 8, 8½



STYLE # **10021092**

COLOR **Black**

MSRP **\$44.95** | 222504

[Check Availability](#)

INSULATED TEK GRIP GLOVE

FEATURES

- Stretch fleece construction
- Reinforced stress points
- Velcro® closure
- Washable
- Imported

SIZES

6½, 7, 7½, 8, 8½



STYLE # **10004374**

COLOR **Black**

MSRP **\$49.95** | 225004

[Check Availability](#)

ELITE GRIP GLOVE

FEATURES

- Classic style w/ sleek, ergonomic design
- Technical performance fabric
- Mesh knuckle insert enable mobility
- Goat leather reinforced stress points
- Touch screen compatible
- Performed palm for maximized breathability
- Adjustable Velcro® closure
- Ariat detail
- Imported

SIZES

6.5, 7, 7.5, 8, 8.5



STYLE # **10021093**

COLOR **Black**

MSRP **\$49.95** | 225004

[Check Availability](#)

Gloves

TEK GRIP GLOVE

FEATURES

- Synthetic suede palm
- Stretch twill back hand
- Reinforced stress points
- Adjustable Velcro® closure
- Washable
- Imported

SIZES

6½, 7, 7½, 8, 8½, 9, 10, 11

STYLE # **10004364**

COLOR **Black**

MSRP **\$34.95 | 217504**

[Check Availability](#)



AIR GRIP GLOVE

FEATURES

- Synthetic suede palm
- Stretch mesh back hand
- Reinforced stress points
- Adjustable Velcro® closure
- Washable
- Imported

SIZES

6½, 7, 7½, 8, 8½

STYLE # **10004372**

COLOR **Black**

MSRP **\$34.95 | 217504**

[Check Availability](#)



TEK GRIP SPIRIT GLOVE

FEATURES

- Synthetic suede palm
- Stretch twill back hand with sublimation print
- Reinforced stress points
- Adjustable Velcro® closure
- Washable
- Imported

SIZES

6½, 7, 7½, 8, 8½

STYLE # **10043946**

COLOR **Charcoal Bit Print**

MSRP **\$39.95 | 220004**

[Check Availability](#)



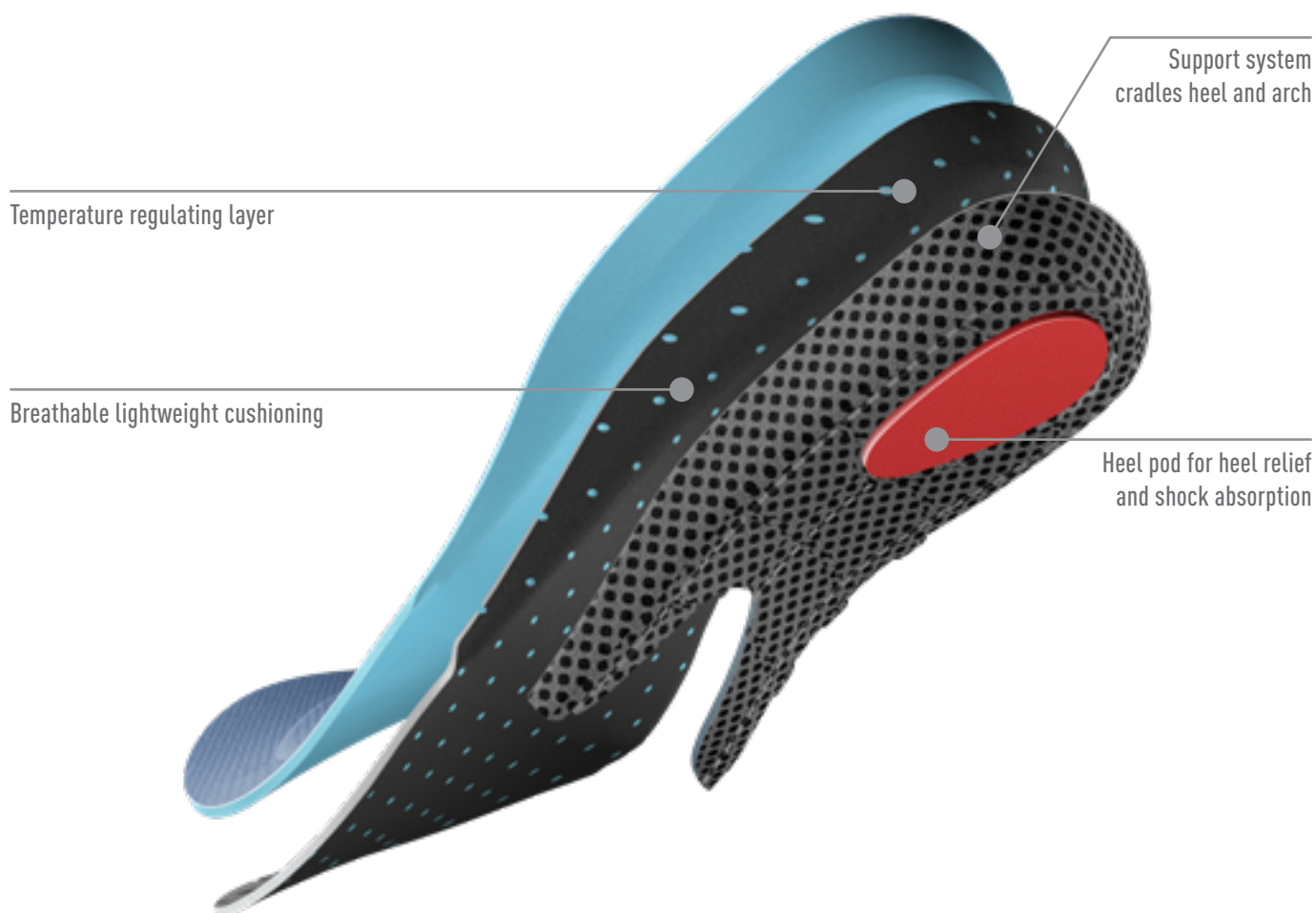


FOOTWEAR ACCESSORIES

Ariat's wide selection of footwear accessories are designed to extend the life and performance of Ariat® boots.

NITRO™ INSOLE: A BOOT NECESSITY

Slip the Nitro Performance Insole into your boots and enjoy all-day comfort. It features a Dri-Freeze® lining to keep feet cool plus Cleansport NXT™ technology for natural odor defense. Lightweight, shock-absorbing cushioning protects joints and bones. A stability system supports heel and arch without compromising flexibility.



Footwear Accessories

BOOT TREES

FEATURES

- Durable plastic boot trees
- For storing tall boots

SIZES

One Size

STYLE # **10002068**

MSRP **\$31.95** | 216004

[Check Availability](#)



ALL DAY CUSHIONING INSOLE | ROUND TOE

FEATURES

- Moisture-wicking liner with odor defense
- Contoured cushioning insole

WOMEN'S SIZES

B: 5½-11, 12

MEN'S SIZES

D: 7-12, 13, 14, 15

STYLE # **10031358**

GENDER **Women's**

MSRP **\$16.95** | 28504

[Check Availability](#)

STYLE # **10031355**

GENDER **Men's**

MSRP **\$16.95** | 28504

[Check Availability](#)



ELASTIC FIELD BOOT LACE

FEATURES

- 32"
- Elastic replacement lace for field boots
- Pairs are sold in 12-packs, packaged for individual sale

SIZES

One Size

STYLE # **10021353**

COLOR **Black**

MSRP **\$3.95** | 224004

[Check Availability](#)



WAXED LACES

FEATURES

- Waxed
- Pairs are sold in 12-packs, packaged for individual sale

SIZES

One Size

LONG PADDOCK LACES

STYLE # **10004091**

LENGTH **60"** COLOR **Black**

GENDER **Adult Unisex**

MSRP **\$47.95** (\$3.95/Per Pair) 224004

[Check Availability](#)



REG PADDOCK LACES

STYLE # **10004092**

LENGTH **56"** COLOR **Black**

GENDER **Adult Unisex**

MSRP **\$47.95** (\$3.95/Per Pair) 224004

[Check Availability](#)



TALL BOOT LACES

STYLE # **10018928**

LENGTH **47"** COLOR **Black**

GENDER **Adult Unisex**

MSRP **\$47.95** (\$3.95/Per Pair) 224004

[Check Availability](#)



PRO PERFORMANCE INSOLE | ROUND TOE

FEATURES

- Moisture-wicking w/ Cleansport NXT™ technology for natural odor defense
- Anatomically-engineered insole
- Smart Rebound™ heel pad dissipates pressure
- Base layer air vents to regulate temperature

WOMEN'S SIZES

B: 5½-11, 12

MEN'S SIZES

D: 7-12, 13, 14, 15

STYLE # **10031360**

GENDER **Women's**

MSRP **\$19.95** | 29004

[Check Availability](#)

STYLE # **10031357**

GENDER **Men's**

MSRP **\$19.95** | 29004

[Check Availability](#)



NITRO™ INSOLE | ROUND TOE

FEATURES

- Temperature-managing Dri-Freeze® lining and Cleansport NXT™ technology
- Lightweight open-cell footbed
- Anatomically designed, shock-absorbing cushioning

WOMEN'S SIZES

B: 5½-11

MEN'S SIZES

D: 7-12, 13

STYLE # **10031359**

GENDER **Women's**

MSRP **\$24.95** | 212004

[Check Availability](#)

STYLE # **10031356**

GENDER **Men's**

MSRP **\$24.95** | 212004

[Check Availability](#)



PET ACCESSORIES

At Ariat, we believe that our furry friends deserve great style, too. Explore our pet accessories for gear that'll show your pup is also part of the Ariat family.

DOG COLLAR & DOG LEASH

Designed with adventure in mind, Ariat dog collars and leashes have handy features such as quick drying material, durable clasps, and D-rings.



Pet Accessories

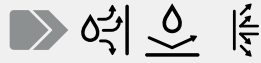
TEAM SOFTSHELL DOG JACKET

FEATURES

- Softshell w/microfleece backing
- Stand collar
- Color block detailing
- Adjustable Velcro® closure
- Ariat branding
- Imported

SIZES

XS-XL



STYLE # **10033013**

COLOR **Black**

MSRP **\$49.95** | 225004

[Check Availability](#)



STYLE # **10029168**

COLOR **Team**

MSRP **\$49.95** | 225004

[Check Availability](#)



DOG COLLAR

FEATURES

- Durable webbing w/logo tape
- Quick-drying
- Ergonomic buckle
- Adjustable slider
- Functional D-ring
- Pair w/matching leash
- Imported

SIZES

XS/S-XXL

STYLE # **10036572**

COLOR **Black/Rebar Gray**

MSRP **\$29.95** | 215004

[Available 9/1/23](#)



STYLE # **10036573**

COLOR **Team**

MSRP **\$29.95** | 215004

[Available 9/1/23](#)



DOG LEASH

FEATURES

- Durable webbing w/logo tape
- Quick-drying
- Functional D-ring
- Durable clasp
- Pair w/matching collar
- Imported

SIZES

60" Narrow-72" Wide

STYLE # **10036570**

COLOR **Black/Rebar Gray**

MSRP **\$39.95** | 220004

[Available 9/1/23](#)



STYLE # **10036571**

COLOR **Team**

MSRP **\$39.95** | 220004

[Available 9/1/23](#)



Pet Accessories

REBAR® DURACANVAS INSULATED DOG JACKET

FEATURES

- 9 oz ToughMax™ stretch canvas w/ water-repellent finish
- 2x more durable
- Insulated quilt lining
- Adjustable straps
- Leash access
- Utility pocket
- 68% cotton, 30% poly, 2% spandex
- Imported

SIZES

S, M, L, XL, 2XL



STYLE # **10042104**

COLOR **Field Khaki**

MSRP **\$59.95 | 230004**

[Check Availability](#)



STYLE # **10033145**

COLOR **Rebar Gray**

MSRP **\$59.95 | 230004**

[Check Availability](#)



Sizing Reference

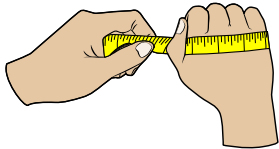
BELTS

ALPHA SIZING			COMBO SIZING		
SIZE	BREECH SIZE	WAIST	SIZE	BREECH SIZE	WAIST
XS	22	26	XS/S	22	26
	24	27		24	27
S	26	28		26	28
	28	29		28	29
M	30	30	M/L	30	30
	32	31.5		32	31.5
L	34	33		34	33
	36	34.5		36	34.5

*Note: Belt sizing based on low-rise breech or denim. For use with regular rise breeches, please size down.

GLOVES

ARIAT SIZES		WOMEN'S				MEN'S					
		6.5	7	7.5	8	8.5	9	9.5	10	10.5	11
CIRCUMFERENCE OF HAND	CM	17.6	18.9	20.3	21.6	23	24.3	25.7	27	28.4	29.7
	IN	6.9	7.4	7.9	8.5	9	9.6	10.1	10.6	11.1	11.7



GLOVE MEASUREMENT GUIDE

- Open your hand and place a tape measure around your base knuckles (do not include the thumb). Now make a loose fist and measure the circumference.
- If you do not have a tape measure at your disposal, you can use a thread to take the measurement and then determine the length of the thread using a ruler.

DOG SIZE CHART

Please make sure to measure your pet for the best possible fit.
If your pet measures between two sizes, we advise ordering the larger of the two.

	US	XS		S		M		L		XL		XXL	
		XS-S						L-XL					
NECK	IN	9	11	11	13	13	16	16	19	19	23	23	26
	CM	23	28	28	33	33	41	38	48	48	58	58	66
CHEST	IN	14	17	18	22	23	27	28	32	32	36	36	40
	CM	36	43	46	56	58	69	71	81	81	91	91	102
BACK LENGTH	IN	13	15	16	18	19	21	22	24	25	28	29	31
	CM	33	38	41	46	48	53	56	61	64	71	74	79
WEIGHT	IN	10	15	15	35	35	55	55	75	75	100	100	125
	KG	5	7	7	16	16	25	25	34	34	45	45	56

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10004091.....19	10018903.....13	10021093.....16	10031360.....19	10043947.....10	10051083.....10
10004092.....19	10018904.....13	10021353.....19	10033013.....21	10043948.....10	10051084.....10
10004364.....17	10018905.....13	10022588.....8	10033145.....22	10047413.....7	10051085.....10
10004372.....17	10018928.....19	10022589.....8	10036570.....21	10050857.....10	10051086.....10
10004374.....16	10020837.....8	10029168.....21	10036571.....21	10051072.....8	
10004594.....11	10021083.....13	10031289.....8	10036572.....21	10051075.....7	
10004955.....10	10021084.....13	10031355.....19	10036573.....21	10051076.....7	
10018412.....11	10021085.....14	10031356.....19	10040206.....16	10051077.....7	
10018434.....11	10021086.....13	10031357.....19	10042104.....22	10051078.....7	
10018831.....8	10021087.....14	10031358.....19	10043931.....8	10051079.....7	



Know your stuff?

Here's how to become an Ariat expert.

- Explore the Ariat story and **TRAIN** on technology of featured products.
- Play Edu-Games and earn an **EMPLOYEE PURCHASE DISCOUNT** off suggested retail.
- **POST SOCIAL CONTENT** and make **PRODUCT RECOMMENDATIONS**.
- **Build your expertise!**

Expert: A person whose passion, experience and knowledge make them a trusted source for advice and inspiration.

How do I log on?

Go to www.Expertvoice.com or download the **ExpertVoice app**. Click the Sign Up button, and follow the prompts to get your login and password. Your Member ID will be your email address, as that is an ID that is unique to you! Group code is not necessary. Once you have entered your email, first name, and last name you will continue by clicking on "Join Now".

What if my store isn't loaded into the system?

Please call 1-866-376-4685 if for some reason your store is not already in the system and the ExpertVoice team will help get you set up.

What is choosing my area of expertise?

Choosing different topics that apply to your daily life. You do not have to choose all 6 but should if there are 6 different topics that apply towards you.

Is adding an affiliation important?

ABSOLUTELY! This is the most important step in the sign-up process! Adding an affiliation is the only way to get access to brands. Your affiliation should be your current place of employment. You will search the name of the business such as Boot Barn or Cavender's. Your next step you will need to choose the correct store location. Type in the address to your location then click on "This is my location" on the map provided.

Questions about your purchase?

Ariat can help! Retail.Partners@Ariat.com





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