



feature

by Helen Abrams
photos by Kristin Lee Photography



The Tried Equestrian

Where Equestrian Style Finds Its Second Life

In a sport known for tradition, Taylor Hall saw an opportunity to bring something refreshingly modern to the equestrian industry. As the founder of Tried Equestrian, a leading consignment platform for riding apparel and tack, she has created a space where riders can buy and sell high-quality equestrian gear with ease. What began as a simple idea has grown into a trusted destination for riders looking to extend the life of beautiful pieces while making the sport more accessible.

We sat down with Taylor to talk about entrepreneurship, the evolution of equestrian fashion, and how resale is shaping the future of the industry.

HORSE & STYLE: *Tell us a little about your background and how Tried Equestrian first began.*

TAYLOR: I've been riding hunter-jumpers since I was a kid in Southern California and always knew I wanted my career to involve animals in some way. My degree is actually Animal Science and I was planning on going to vet school, but realized I loved business. The veterinarian I worked for in college had a stack of 1000+ bills to collect, and instead of wanting to be in surgery, I was acting as a collections agent. I realized vet school was probably not the path for me.

One weekend my mom asked me to come home and go through my tack and apparel and my sister's and clear it out, I tried to take it to a few local barns, but they didn't need it. Then I tried to drop it off at the Assistance League, but for good reason, they declined it. I went home not really sure what to do with it. At the time, Facebook





Marketplace didn't exist. Instead of figuring out Ebay, I decided to start a business. It was originally a marketplace, but after a year, I pivoted when I realized that equestrians wanted a white glove service to hand off their items, and to handle research through fulfillment.

H&S: *You've built a business around what riders actually want. What do most people in the industry still misunderstand about how equestrians shop?*

TAYLOR: Most people assume equestrians shop broadly, but they don't. They shop with a very specific eye. Riders know what they want, whether it's a particular brand, fabric, or even a specific version of a style. Small changes matter. A different rise, a fabric update, a subtle design shift can completely change demand.

What's often misunderstood is that pre-owned doesn't mean "anything goes." It's actually even more selective. Buyers are highly discerning about value. The pieces that perform best are higher-end, current,

and still culturally relevant within the sport. That's where the real demand is.

At Tried, we've become very disciplined about that. The more we refine and narrow the assortment, the better everything performs. Shoppers find what they're looking for faster, and items move more quickly for our consignors. It's less about offering more, and more about offering exactly what riders are already searching for.

H&S: *Resale has become a huge movement across fashion. Why do you think it resonates so strongly in the equestrian world?*

TAYLOR: Equestrian sport is expensive, and riders are very aware of where they're spending. Resale works because it gives access to the same quality, brands, and performance, just without the markup.

Once riders experience that, it's hard to go back to paying full price. It starts to feel less like a compromise and more like a smarter way to shop. Paying full price is starting to feel optional.

H&S: *What's something riders hold onto that they shouldn't, and what tends to sell faster than they expect?*

TAYLOR: Riders tend to hold onto things they've already decided not to wear. A pair of breeches that you have to tug at to keep up, a show shirt that never quite made it into rotation, pieces that still have tags but somehow never get chosen. If you're consistently passing over something, you've already made the decision.

What surprises people is how much timing matters. Items in current styles and fits typically move quickly because they're still aligned with what riders are actively seeing in their regular tack stores. Small shifts in fabric, rise, or silhouette can change demand faster than people expect. The sooner you let something go, the more value it tends to hold.

H&S: *Could you see buying pre-owned go from being practical to being preferred?*

TAYLOR: That shift is already happening.



As riders become more comfortable shopping pre-owned across different parts of their lives, it carries over into riding. Once there's trust in where you're buying from, it becomes an easy decision. You're getting the same product, often barely used, at a significantly better price. It stops feeling like a secondary option altogether.

H&S: *Who is the Tried customer?*

TAYLOR: The Tried shopper isn't looking for the cheapest option. She just knows what she likes. Usually she has something specific in mind. A hunt coat she saw at a show, a brand of breeches she's been curious about but hasn't pulled the trigger on yet, a wide hunter noseband that would look perfect on her horse. She's coming to us first to see if she can find it for less. She's really in the sport. She notices details, she cares about quality, and she knows when something's worth it.

We don't get as many first-time riders as people might expect, and we're not a liquidation site. It's more the rider who likes premium pieces but also knows she doesn't always have to pay full price for them.

H&S: *What are you building toward that most people don't see yet?*

TAYLOR: We've processed over 100,000 items through Tried, which gives us a clear understanding of what actually sells. It allows us to approach brands with confidence, because we're seeing demand play out in real time through the pre-owned pieces that come through our hands. We're starting to use that insight to help product move more efficiently through the industry. There's a large category of inventory that doesn't fit neatly into traditional retail, including returns, samples, past-season pieces, or excess from tack stores. Historically, that product tends to sit with brands and tack stores, unsold.

We already know which of those items will sell, and at what price. It creates a better outcome on both sides. Brands and retailers can move inventory in a way that protects their positioning, and riders get access to pieces they're actively looking for at a better price." **H&S**

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