

by Helen Abrams  
photos courtesy of Three Mares

## THREE MARES

*Where Equestrian Brands  
Power a Bigger Purpose*



Three Mares is a mission-driven company behind the beloved equestrian brands Dreamers & Schemers and ManeJane. Guided by a “products and profits for purpose” vision, Three Mares actively supports organizations working to improve safety, expand accessibility, and nurture healthy sporting environments for all athletes, and is committed to building a more inclusive and sustainable future for the equestrian community. We spoke to Kendall Michaud, CEO of Three Mares, to learn more.

**HORSE & STYLE:** *Three Mares has quickly become one of the most purpose-driven companies in the equestrian space. Can you share the vision behind the brand and what makes the model unique?*

**KENDALL MICHAUD:** Since the beginning, the vision behind Three Mares is to build a company that is bigger than just a product. We are helping create meaningful impact within our sport by supporting non-profit organizations that support athletes, which can be in the form of product donations or monetary help.

**H&S:** *One of the most recognizable brands in the Three Mares family is Dreamers & Schemers. What makes this brand such a favorite among riders?*

**KENDALL:** Dreamers & Schemers has created an amazing following in the equestrian space by creating fun, high quality socks and accessories. Our iconic Pair & a Spare socks help riders express themselves through fun, whimsical, and bold patterns and color. We promise to keep bringing good vibes and smiles to a tack room near you.

**H&S:** *ManeJane has developed a strong*

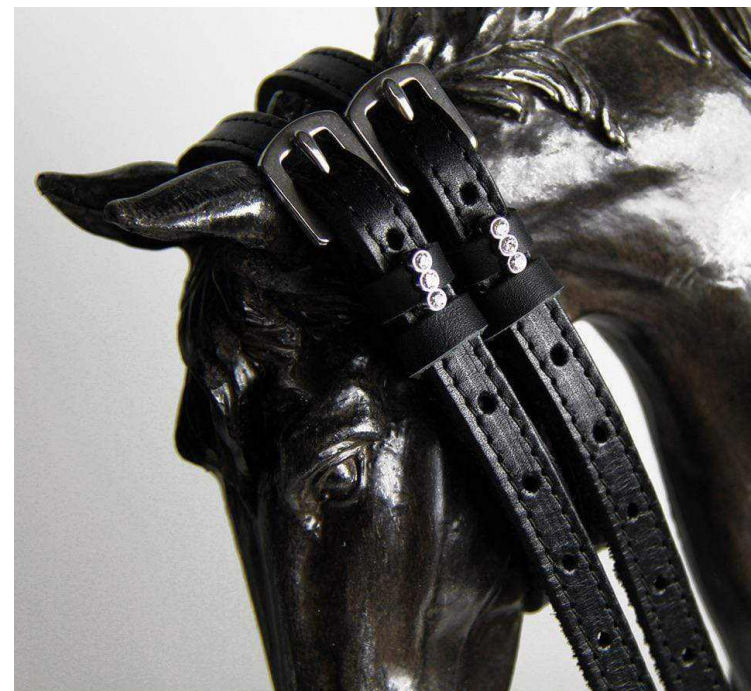
*following among riders for its distinctive leather spur straps and accessories. What sets the brand apart?*

**KENDALL:** ManeJane has mastered the craft of subtle flair. Helping equestrians show their fun side in a way that suits them. We have fun and bright, we have soft and subtle, and a lot in between that I swear add the perfect little touch and good luck to any ride at home, at the show, on the trail, or if you're like me, maybe even at the grocery store.

**H&S:** *One of the most inspiring parts of the Three Mares story is its commitment to giving back. What impact have you seen so far?*

**KENDALL:** So far, one of the most meaningful impacts we've seen has come through our partnerships with organizations like IHSA, IEA, and Pony Club. We've supported them by donating prizes and contributing to events, but it goes beyond that.

These organizations are incredibly aligned with our mission—they create real pathways for young riders to access horses and be part of the sport, regardless



of background. Being able to support that kind of accessibility and opportunity has been really powerful for us, and it reinforces why we built Three Mares the way we did.

**H&S:** *How do you decide which organizations to support?*

**KENDALL:** It always comes back to alignment with our core mission: expanding access to horse sport, supporting riders, and strengthening the equestrian community. We look for groups that are creating real, tangible opportunities, especially for younger riders or those who might not otherwise have access to the sport. Beyond that, we value organizations that are building strong communities and fostering a sense of belonging. If those pieces are there, it usually feels like a natural fit.

**H&S:** *What's next for Three Mares and the brands under its umbrella?*

**KENDALL:** We're focused on scaling what's already successful and resonating with our customers and retail partners. They play a huge role in informing our design direction and bringing new products and designs to life. As we grow, the priority is to expand our product offerings and partnerships in a way that amplifies our impact. The bigger we get, the more we're able to give back and support the sport, which is ultimately the driving force behind everything we do.

**H&S:** *If you could change one thing about the culture of equestrian sport today, what would it be?*

**KENDALL:** You know, this is a tough one, but if I could change one thing, it would be accessibility. Equestrian sport can feel incredibly exclusive, and that limits who gets to experience and enjoy horses. There's so much value in the connection between a horse and rider, and I believe more people should have the opportunity to experience that. Creating clearer, more inclusive pathways into the sport, especially for younger riders, would make a huge difference in shaping a stronger, more diverse future. **H&S**

Learn more at [threemares.com](http://threemares.com)