

## Siegelman Stable Presents Elitloppet 2023 in New Capsule Collection

*Put your money where your horse is, a nod to The Elitloppet in Stockholm, Sweden*

(New York, NY) - May 8, 2023 - Siegelman Stable is excited to announce their latest capsule collection, dropping on Friday, May 12th at 1pm EST exclusively on their website, [www.siegelmanstable.com](http://www.siegelmanstable.com). The new collection is inspired by the prestigious Elitloppet harness horse race held in Stockholm, Sweden, and celebrates the thrilling sport of harness racing.

The Elitloppet race is an invitation-only event that draws 16 of the world's best harness horses to compete in two eliminations, with the top four horses from each elimination going on to the final race. The winner of the final race takes home five million SEK, making it one of the most lucrative and exciting events in the world of harness racing.

Siegelman Stable's newest collection features two embroidered hats featuring Elitloppet's famous pink color, in addition to a sweatshirt, and tote bag all designed with a minimalist aesthetic that is both stylish and timeless. Dwyane Wade has already been seen wearing the cap from this upcoming drop. As with all of their collections, a portion of the proceeds will go towards equine therapy programs that help children, veterans and inner-city youth programs.

Founded in 2020 by Max Siegelman, the son of renowned trainer Robbie Siegelman, Siegelman Stable is a family-owned business that fuses harness racing and luxury sports into one cohesive fashion brand. Max launched the brand as a way to continue his family's legacy in the world of horse racing and as a tribute to the family's signature Siegelman Racing logo.

"We're thrilled to release this new collection inspired by the Elitloppet race," said Max Siegelman, founder of Siegelman Stable. "We're always looking for ways to celebrate the beauty and excitement of harness racing, and the Elitloppet is one of the most iconic events in the sport. We hope this collection will be a tribute to the horses, trainers, and fans who make this sport so special."

The new collection will be available exclusively on [www.siegelmanstable.com](http://www.siegelmanstable.com) starting at 1pm EST on Friday, May 12th. Don't miss your chance to own a piece of harness racing history with Siegelman Stable's latest capsule collection.

### **Credits:**

Photo and Video	Robert Banez
Creative Director	Karoline Spenning
Executive Producer	Max Siegelman

### **About Siegelman Stable**

Siegelman Stable is a family-owned business, fusing harness racing and luxury sports into one cohesive fashion brand. A portion of all proceeds from every collection goes toward equine therapy programs. Siegelman Stable founder Max Siegelman is the son of renowned trainer Robbie Siegelman, who founded Siegelman Racing Stable in 1982. Robbie Siegelman knew that his passion for horses could also help kids process traumatic emotions while aiding both physical and emotional healing. He created programs and volunteered working with inner-city kids from Newark, NJ and developed a program with Hackensack hospital where children with cancer could practice equine therapy with his race horses. Max Siegelman launched Siegelman Stable in 2020 as a way to continue the family's legacy in the world of horse racing and as a special tribute to the family's signature Siegelman Racing logo. Since launching, Siegelman Stable's organic growth has been rooted in vintage-inspired pieces such as embroidered caps, sweatshirts, jackets, and more. The brand's minimalist designs have gained popularity amongst fashion enthusiasts and some of the world's most influential figures across pop culture, including big names such as Aaron Judge, Future, Justin Bieber, Kendall Jenner, and more.

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### **About Elitloppet**

Elitloppet is an invitation harness horse race at Solvalla racetrack in Stockholm, Sweden; where 16 horses from all over the world fly in to compete in two different eliminations, with eight horses in each elimination. The top four from each elimination will meet in a final, where the winner receives five million Swedish kronor.