

Crafty Horse Celebrates One Year of Thoughtful, Boutique Equestrian Style

Celebrating one year in business, Crafty Horse has evolved into a boutique brand offering meaningful equestrian jewelry, heirloom-quality gifts and ethically made pieces inspired by a love of horses.



Adelaide , South Australia Apr 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - Crafty Horse is turning one this April, and what started as a small collection of horse-themed gifts has grown into a boutique equestrian brand with heart, purpose, and a focus on beautifully made pieces for horse lovers of all ages.

Over the past 12 months, the brand has evolved from offering general, light-hearted gifts to a curated collection of quality pieces - like heirloom-style children's toys made in Australia, luxe equestrian jewelry, and leather-bound notebooks. All are designed with sentiment and lasting value in mind.

"We've really let our customers guide us," says founder Bec. "Early on, I realised people were looking for beautiful everyday jewelry they could wear themselves - pieces that also made meaningful gifts for other horse lovers. And when it came to gifting, they wanted something special and unique - items that felt like keepsakes, the kind you could pass down for generations to come."

That community-led approach has helped Crafty Horse quietly grow, earning the attention of like-minded retailers, including *iRide Equestrian*, who now stock selected pieces from the collection.

In February this year, Crafty Horse also began donating \$1 from every product sold to *Save a Horse Australia*, a small but impactful charity that works to rescue and rehabilitate horses. It's a small contribution, but one the brand is proud to make - starting somewhere and doing its part to support the welfare of horses in need.

As Crafty Horse celebrates its first birthday, it does so with a deep appreciation for the people and horses that have shaped its journey - and a strong sense that this is just the beginning.

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