



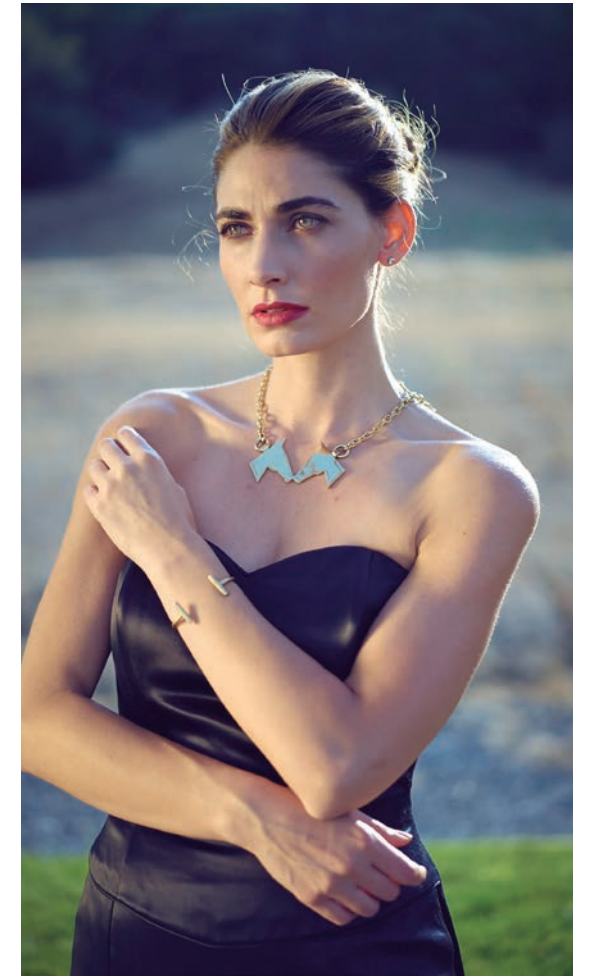
Stick & Ball

HIGH GOAL FASHION

A whiff of romance and travel to distant lands infuse the apparel, jewelry and lifestyle line Stick & Ball. Founder and Creative Director Elizabeth Goodwin Welborn comments, "My original vision for Stick & Ball was to create collections inspired by my polo travels and life experiences. I fell in love many years ago in the 90's with ethnic patterns found in horse tack from South America. I love incorporating these geometric patterns as they are bold and strong. With my upbringing in the Deep South, a variety of experiences living overseas and my current residence in California, I have had many style and cultural influences."

She is a bit of a renegade renaissance woman – adventuring from Burning Man to restorative yoga, taking her two children on a cross country trip in an Airstream for pop-up shops at various equestrian and cultural events, and hosting parties be it a farm to "polo" field dinner, Argentinian Asado, or her famous Egyptian tower of sushi.

The key to her business success? "I'm picky!" says Welborn. Her fabrics and leathers reach out to be touched and embraced, the result of traveling the world like a detective in search of the best quality fibres and artisans, sourcing materials which are sustainably produced. "We use the best alpaca, cotton, leather, silk and are now sourcing the top-quality linen," explains Welborn,



“WHEN YOU USE THE BEST BASE MATERIALS TO MAKE A DESIGN, THE PIECE ALREADY EXUDES QUALITY AND WILL BE LONG LASTING.

It's akin to making beautiful wine, you need to start with the best grapes.” And oh yes, she is also quite an oenophile as well, having worked in the Napa wine industry.

Stick & Ball's signature hand-woven heirloom alpaca ponchos are made in Cusco, Peru by a family recognized by the USAID for fair wages and take approximately two weeks per piece to weave. The favorite Wellington Weekender, a hand-crafted in the USA of 100% vegetable tanned, Italian leather bag is the essential piece whether you are actually off to a polo match in Greenwich or Palm Beach... or just in your dreams.

Horses not only inspire Welborn but keep her grounded. She comments, “My first time on a horse as a child left me feeling so free and happy.



Photocredit: Ellian Raffoul



Company's founder Elizabeth Goodwin Welborn

Photocredit: Dominic James

To this day, there is a feeling of liberation, excitement and renewed energy that sets in every time I play polo or go on a trail ride! Even the feeling of simply caring for horses is grounding and always ‘presses my reset button.’” While outsiders may think polo is just about handsome Argentinian men in white pants (which certainly has its appeal), women have recently flocked to the field. “Polo has really begun to grow among women, and we are huge proponents of women’s polo at Stick & Ball,” says Welborn.

“Women have always been a big part of the equestrian population but polo was not really ‘known’ as an option 15-20 years ago. Now with the advent of social media the sport is really seeing a lot of enthusiasm by women around the world.”

Not one to rest on her laurels, Welborn will be back on the road again, “We will be in Florida over President’s Day week at Windsor, Grand Champions Polo Club and International Polo Club. In March, we will be in Palm Springs, California, May in Houston and the South of France and summer in San Francisco, Santa Barbara, Jackson Hole, Aspen and England! It will be a busy 2018!”

Welborn’s best business advice: Create and do something you are passionate about!”

Stick & Ball can be found at the flagship store in Mill Valley, CA, online, and at select retailers www.stickandballco.com

