



"Accommodating the customer in his clothing wishes, that's what Onori does"

Since January 1, 2021, Onori is the Official Partner of the KWPN. The company owned by the Vaessen family from Wezep provides the clothing for KWPN officials and employees, and they also launched a completely new KWPN merchandise collection. But Onori Fashion & Gifts is much more than a producer of team merchandise. Passion

for clothing and excellent service are a central aspect of the large number of options that Onori has to offer.

Onori was started more than a century ago. Alfred Vaessen's great-grandfather started out as a peddler, he went door-to-door with his clothes. "Ultimately, this resulted in a store with three branches, so it is really a family business," says Alfred. "The passion for clothing runs through our entire family. My parents had a shop in Wezep, I started their business with them. We eventually moved to a store in Harderwijk with a smaller segment. I ran a men's fashion store there called 'Hommage', for 18 years. I sold high-end suits and casual wear. On weekdays it was a bit quieter in the store, at that time I started a wholesale business. I started working on clothing for company outings, which later became exhibition clothing. Our company continued to grow in everything that had to do with team clothing."

Not only the passion for clothing, but also the passion for equestrian sport can be found in the Vaessen family. Alfred himself rode horses fanatically for years and trained young stallions at Hengstenhouderij Pleijter. The horse virus spread to his daughters Carlijn and Lonneke. "My daughters were passionate about pony riding and did well in competitive sports. I often missed that; if you have a menswear shop then you should be there on Saturday. Because I had developed wholesale, I decided to stop retail for good and continue with wholesale. That was a big step and a blow to many of our customers, with whom we had built up a long-standing relationship." After Alfred stopped retailing and switched to wholesale, the name was also changed. The French Hommage, which means tribute to the man, was translated into Italian: Onori. "Our wholesale business continued to grow, until our building was destroyed by a large fire in 2014. After the fire, we had a market research done to find out in which industry and product groups we were strongest. That research showed that we did well in the automotive and production companies, but also in equestrian sport. As a result of that research, a business plan was written specifically for equestrian sports. We rolled out that plan very quickly and it became very successful. We can dress up many major competitions such as CHIO Rotterdam, Jumping Amsterdam, World Championships for Young Dressage Horses and the National Championships in Mierlo."

The fifth generation of the Vaessen family has now also joined the company. Daughter Carlijn was internationally successful in the Juniors, Young Riders and in the Small Tour. She also took part in the World Championship for Young Dressage Horses with her horse Fossbury (Ampère out of Waikiki elite IBOP-drs sport-drs PROK by Sandro Hit, breeder: E.J. Vroom-van Ameyden from Apeldoorn). She currently has three horses to ride, which she combines with her work for Onori. "I first followed a bachelor's degree in Business Administration at the VU University in Amsterdam, after which I did a master's degree in Marketing. My interest in the company has always been there, so it was obvious to me that I should pursue my career in it. I started immediately after my studies. I can organize my own time and often ride before I go to the office, which makes it very easy to combine with the horses. I really enjoy this work because it allows me to express my creativity. In

addition, I have always had a thing for clothing, in the field of clothing and fashion I keep track of everything. It's great to see that we can dress up an entire event, in a way that everyone looks styled."

Equestrian sport is an important branch of Onori, but certainly not the only sector in which the company is active. "We design corporate and promotional clothing, such as for catering, receptionists or fair trade companies, but also real workwear for production companies. In addition, health care is an important market for Onori. Within healthcare, we make a distinction between veterinarians and regular healthcare. The vets can again be divided into small pets and the vets for horses and cows. The latter group is often looking for clothes that are not too fashionable, but are functional and of good quality. The small pet vets wear more medical clothing. We can accommodate all these customers with their clothing wishes: that's what Onori does. The retail trade is emotion combined with good service and surprising the customer. We have taken that piece of emotion to the wholesaler, which ensures that we go one step further. What is unique about our company is that we can deliver fully custom-made in small quantities. A customer can also choose to have a standard product embroidered or printed with their own logo, or choose for a customized product. This means that something small is adjusted, so that the clothing fits perfectly with the house style. A small team with a rider, groom and owner for example can already come to us for unique team clothing, which we can always supply."

What is unique about Onori is that almost anything is possible. "We listen very carefully to what the customer wants and then make different designs," says Carlijn. "We have our own designers, so if something needs to be adjusted, we can arrange that immediately." Alfred adds: "We want to know what the customer needs, what quantities we are talking about and how quickly it should be delivered. Then we look at whether we need a standard item, a standard fabric or perhaps a fabric that still needs to be completely dyed for the company. We brainstorm with the customer and we are constantly looking for solutions."

The possibilities of Onori are not only endless in clothing: Onori Fashion & Gifts also stands for unique promotional gifts. "We are talking about business gifts in the broadest sense of the word. These can be pens and mints for major events, but also very luxurious items via [theluxurygift.nl](http://theluxurygift.nl)."

Onori not only supplies products with quality and appearance, but also clothing that meets the highest requirements in the field of sustainability and corporate social responsibility. Onori's custom made products are mainly produced in Portugal. "We regularly visit these factories to view the production process and the fabrics. Sustainability is very important to us, for ourselves but also for our customers. Dyeing a fabric is the most polluting part of our production process. We therefore work together with parties that clean the water from dyeing by means of enzymes. As a result, the water is cleaned in a natural way and eventually clean water flows back into the river."

Before Onori became an Official Partner of the KWPN, the company had been working with the JongKWPN for years. The clothing collections of the JongKWPN were compiled and sponsored by Onori. "Where possible, I like to support youth programs," explains Alfred. "Therefore, we also work together with schools: we get interns from Aeres University of Applied Sciences in Dronten for example and at MBO level we work together with Deltion College in Zwolle. In 2017, we were chosen as the best Trade Learning Company of Gelderland in the fashion, interior, carpet and textile sector. Youth keeps your company young and I really like to see that. You have to be constantly open to innovation, those innovations come from the youth."

Onori and KWPN joined forces to enter into the partnership on January 1st, 2021. The first collection of Onori was virtually presented to the public at the online KWPN Stallion Show. "We were in the middle of the corona time and the public was not allowed to come to the stallion inspection, but it was very nice that a fashion show was organized here. We are very proud to say that we are a partner of the KWPN, it gives a lot of confidence if you can dress such parties. The KWPN is a business card for our company. The fact that we ourselves come from equestrian sports makes the collaboration even more beautiful. We have the connection with the sport already, but we are also involved in breeding. We know what it's all about in the equestrian world. In addition to clothing for humans, we can also compose all products for horses, such as blankets, saddle pads and stable curtains." In the future, a complete line will also be developed for the EPTM mares. Officials and employees are currently dressed by Onori and the merchandise can be ordered online. "We now have a polo and a sweat jacket in our range," explains Carlijn. "They are available in both navy and white, so they are also suitable for front handlers. In addition, we have released white pants that have had a special coating and washing treatment. The pants are therefor water and dirt repellent, very useful for inspections! Recently, a new cap and a softshell jacket have been released. We are constantly developing the collection, and in the fall there will also be a hoody and technical set for the riders. The KWPN-NA has also purchased items from our clothing line, so we are now also going to work with them," says Carlijn ambitiously.

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