



H O R S E N A
NEVER STOP RIDING

HORSENA, THE REAL EVOLUTION IN THE HORSE-RIDING MARKET.

Horsena is an Italian brand of horse-riding equipment, distinguished by a profound willpower of innovation and versatility. The brand belongs to Benetti Hub Ltd, a society which is involved in the design, engineering and production of horse-riding products. Though the company is a “start up” of 2021, it boasts a deep knowledge in the equestrian market, and this is because the person who leads it has always worked closely with horses, both on horse-back and industrial level.

Born and raised in the family business, Chief Executive Officer of the society is Vittoria Benetti, who has learnt the values and necessary skills to achieve products that contribute to the well-being and improvement of the horse and rider’s athletic performance.

Horsena represents the evolution necessary in an ever growing market such as horse-riding.

Today the rider finds himself facing a vast range of products, often non-performing, finding difficulties in the choice of the product that truly benefits the horse. Horsena aims to fill this gap, as a matter of fact the evolution consists in finding authentic and concrete answers to the needs of the horse and rider, and aims to improve the well-being and performance of them both.

Horsena points towards the B2B international market that understands both the wholesalers and the retailers.

VISION

Horsena wants to contribute in bringing new knowledge to the riding industry, in this way able to empower the riders and supply them with the necessary awareness to know how to choose the products that are more suitable to their needs.

MISSION

To offer a line of original and functional products, characterised by a captivating and modern design regardless as to whether the rider performs a professional or amateur level of riding.

VALUES

Made in Italy: Horsena products are produced in Italy, and are therefore a guarantee of quality, authenticity, style and care in detail.

The well-being of the horse: in agreement with the theory of respect for the horse, Horsena products are devised to generate a true benefit to the horse, improving its well-being, safety and comfort.

Environmental respect: Horsena products and their packaging are entirely recyclable, the brand is committed in the use of certified materials and a low impact production to the ecosystem.

Listening: we work with riders of all disciplines and we listen to their needs, the further we manage to reach the needs of the horse, the more effective our products will be. Patient listening is fundamental.

Pragmatism: in Horsena the ideas and needs become a reality; we have the correct capacities and the right dose of folie to create new solutions to support the horse and rider.