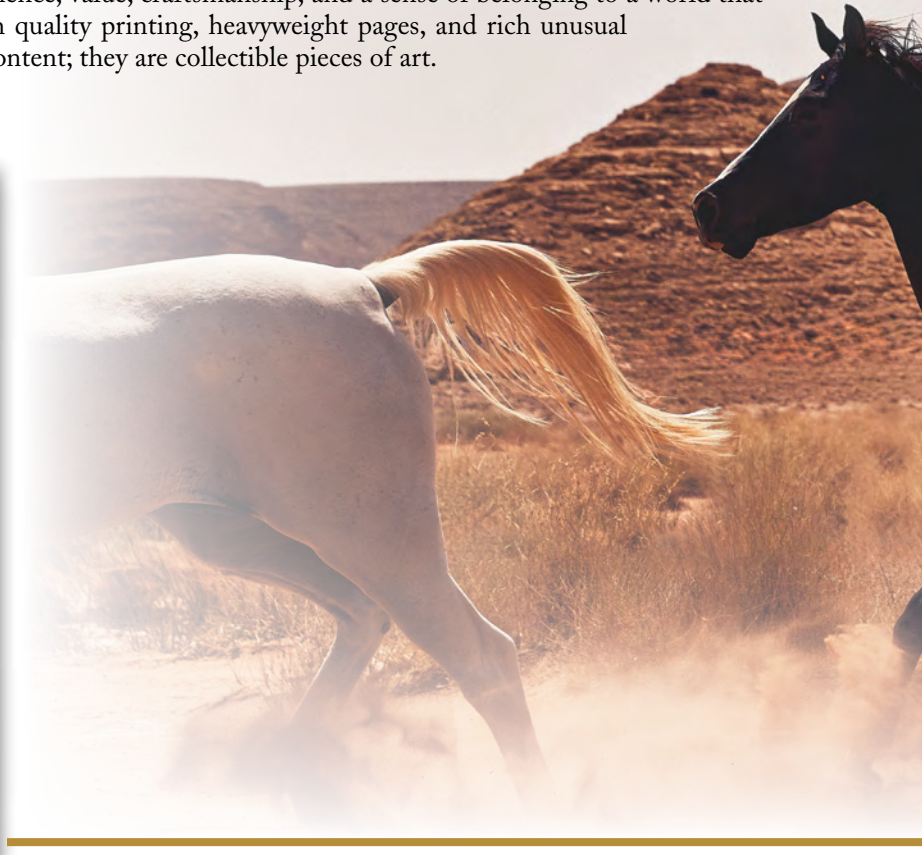
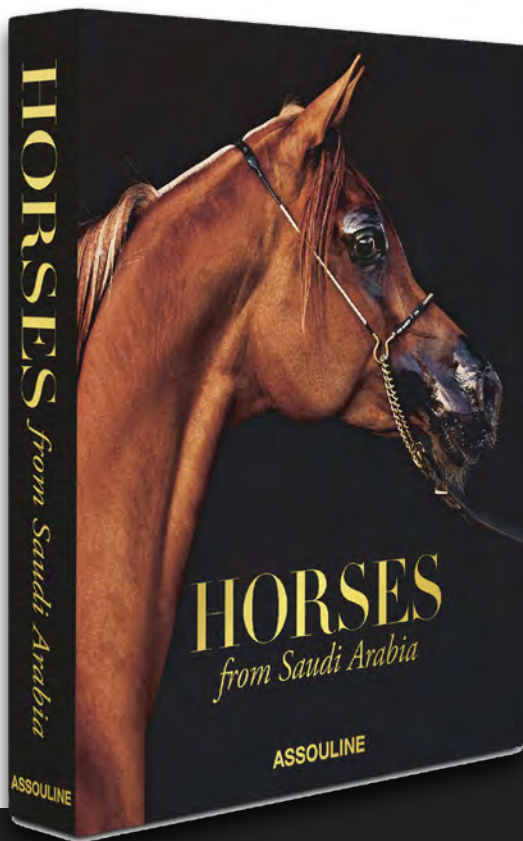


A Book Review of “HORSES from Saudi Arabia”

■ by *Judith Wenning*

Since many years, I follow the special publishing company Assouline and I am fascinated by the marvelous books they are producing. Now an amazing work “Horses from Saudi Arabia” caught my eye. The phrase warns against judging a book by its cover, yet with Assouline, that is precisely where the magic begins. These oversized, linen-bound books have moved beyond traditional publishing to become lifestyle assets, proudly displayed in luxury hotels, flagship boutiques, and the homes of connoisseurs who understand that a special book can say as much about taste as a designer piece or a rare watch.

At a time when digital content is infinite and always available at a fingertip, the attention spans of lots of people are shrinking. However, these books offer permanence, value, craftsmanship, and a sense of belonging to a world that is aspirational yet attainable. Assouline’s high quality printing, heavyweight pages, and rich unusual photography make them more than just the content; they are collectible pieces of art.



“ So did this horse excel
a common one, / In shape,
in courage, colour,
pace and bone. ”

- William Shakespeare



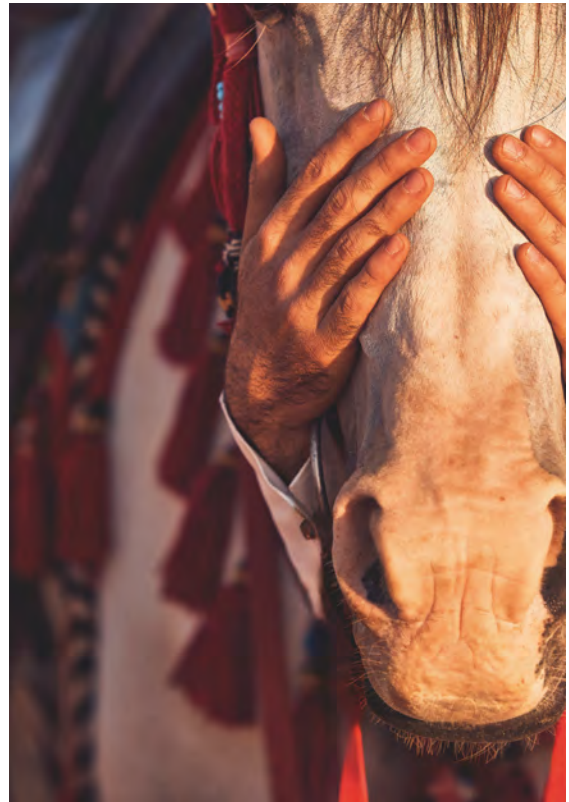
*Herd of Arabian horses dashing through the sand.
Photo & Copyright: Oliver Pilcher*



*Herd of Arabian horses dashing through the sand.
Photo & Copyright: Oliver Pilcher*

The land of Saudi Arabia shaped the Arabian horse, honing its unyielding athleticism, perfecting its distinct features, building its good temperament. Since the time of the Bedouin tribes, the Arabian horse has reigned supreme as the most prized species. Today, Saudi Arabia's enthusiasm for equestrian life has led to the country hosting the world's richest horse race in addition to numerous valuable and prestigious equine competitions and events. And now, as in the past, the Arabian horse stands apart from the rest, prouder, more valued and with no equal. With original photography by Oliver Pilcher, the book "Horses from Saudi Arabia" presents the beauty of this beloved animal in its native landscape.

*The Arabian horse has held a prized position
in the cultural identity of Saudi Arabia for centuries.
Photo & Copyright: Oliver Pilcher*





There are various shades of grey coats, including "fleabitten"–grey with specklings. Photo & Copyright: Oliver Pilcher



*Training an Arabian horse in Saudi Arabia.
Photo & Copyright: Oliver Pilcher*

The author Debbie Burt is a multi-award-winning British equine writer with decades of experience as a specialist in the Arab horse industry. Burt is the editor and chief photographer of the digital magazine *The Arabian Racehorse* and a regular contributor to the French publication *Jour de Galop—Arabians*, *Gallop Magazine* and *International Thoroughbred*, among other notable industry titles.

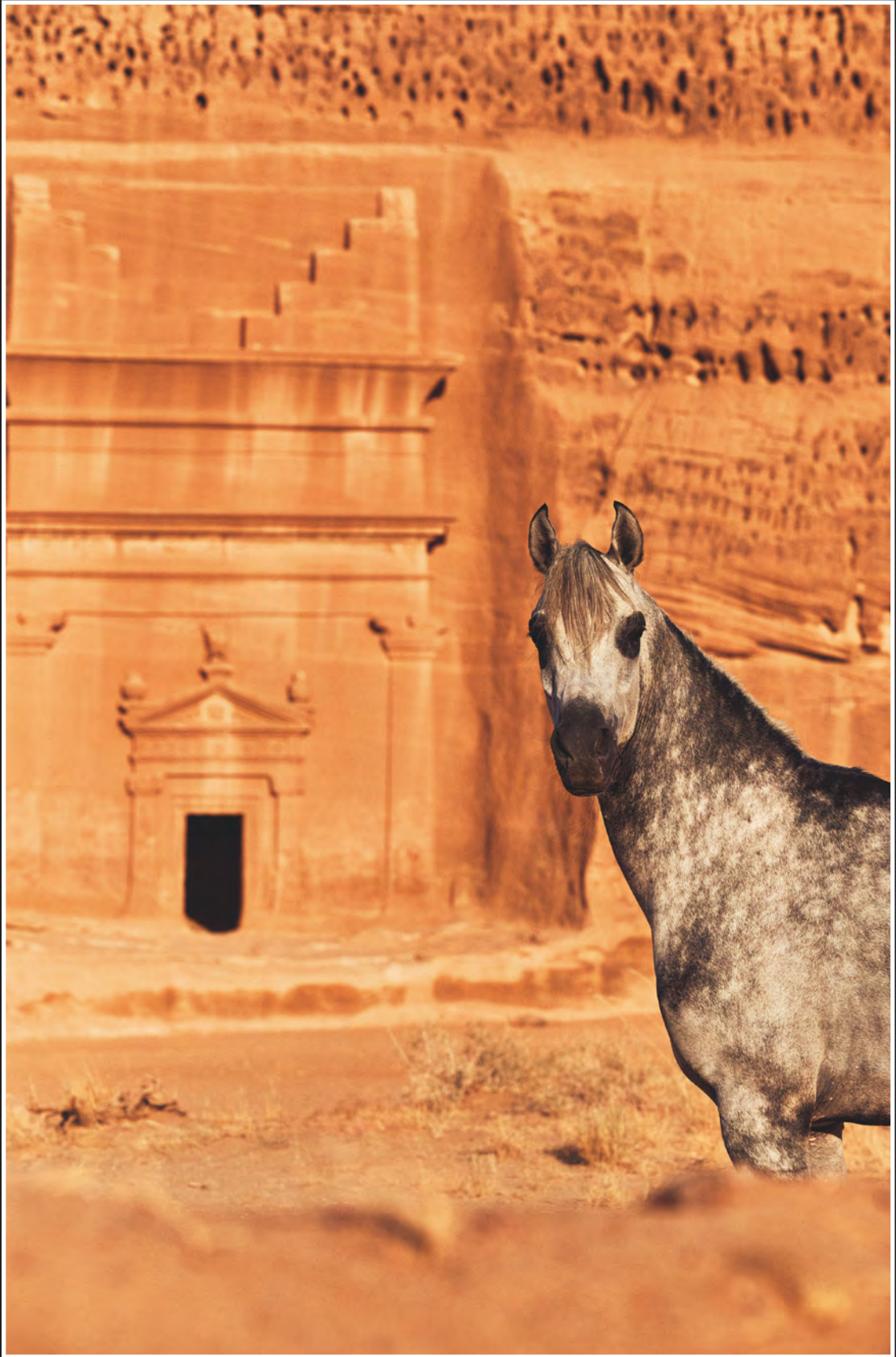
The photographer Oliver Pilcher was born in Scotland. He studied sculpture at the Edinburgh College of Art before embarking on a photographic career that has taken him all around the world and given him the opportunity to shoot for some of the world's finest brands. Oliver has been a contributing photographer at *Condé Nast Traveler* for over ten years. He currently divides his time between New York and Costa Rica with his wife, Abigail, and their four children, Andalucia, Bianca, Constantina and Herbie. He previously worked with Assouline on the best-selling *Paris Chic* (2020) and several other important works.



*The Arabian is the oldest recorded breed of horse.
Photo & Copyright: Oliver Pilcher*

Assouline Publishing is a book publisher and luxury lifestyle company founded in 1994 by Prosper and Martine Assouline. It has published more than 1,700 titles on subjects including architecture, art, design, fashion, gastronomy, lifestyle, photography, and travel. Beginning in the 2010s the company has branched out to designing, producing, and selling furniture, accessories, and luxury gifts, and to creating bespoke furnished and accessorized libraries for individuals and hotels.

The publishing house began as a family company in the basement of Martine and Prosper's apartment in Paris. One year later, the firm opened its first office on rue Danielle Casanova in Paris. The couple's first published book was *La Colombe d'Or* (1994) which covers the history of their favorite hotel in the South of France, including photographs by Prosper and text by Martine. Since its beginnings in 1994, Assouline has been dedicated to creating books that are as informational as they are beautiful works of art.



Arabian horse in AlUla. Photo & Copyright: Oliver Pilcher



An arched neck and a high tail carriage are characteristics of an Arabian horse. Photo & Copyright: Oliver Pilcher

The company went on to establish its first book series in 1996 – the Memoire collection, which was composed of books focusing on individuals and companies in fashion, jewelry, design, and art.

In 2007, the company owners relocated to New York City, and that same year they began to partner with the Council of Fashion Designers of America. In 2011 Prosper Assouline was awarded the Chevalier des Arts et des Lettres from the French Ministry of Culture for his work in publishing. In 2012, Assouline produced a waterproof book on the subject of the South Pole, as well as Gaia, a book of photos taken on the International Space Station by Guy Laliberté. In 2016, the French Institute Alliance Française awarded the Assoulines with the Art de Vivre award for their publications.

In 2013, LVMH acquired a minority stake in the company. By 2025, Assouline had published over 2000 books.



Luxurious coat of an Arabian horse. Photo & Copyright: Oliver Pilcher



Riding through the desert landscape on an Arabian horse. Photo & Copyright: Oliver Pilcher

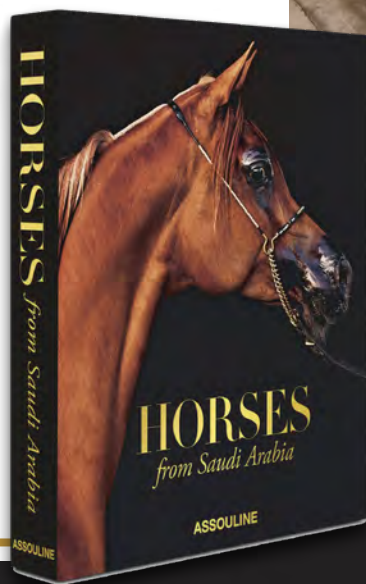
As of the 2020s, Assouline is known for its collections, including its extensive and colorful travel series, its Handcrafted Ultimates collection, to which “Horses from Saudi Arabia” belongs, its Classics collection, and its signed limited editions such as the special edition of its book on Versailles and books in collaboration with artists and personalities such as Roger Federer and Jay-Z.

Martine and Prosper’s son Alex has been at the company since 2014. As of 2022 he is chief of operations, brand, and strategy. Alex has spoken on the future of the brand, taking the publisher into the digital age, as well as expanding into product development, and library curation interior design.

In 2003, Assouline opened a corner boutique in the Bergdorf Goodman Building. The company opened its first standalone boutique in Paris in 2006. The company

has subsequently opened branded corners inside different locations around the world, including Madrid and Sydney. Assouline also operates retail locations in various cities including Bal Harbour, Florida, Houston, Texas and Mexico City, as well as its London flagship store, Maison Assouline, that opened in 2014, featuring the Swans Bar. Sustainability is an important subject for the publishing house. Since 2019, Assouline has partnered with One Tree Planted to grow one tree for each book sold, with the eventual goal of creating a sustainable cycle, producing books from trees planted specifically for the publisher. During the Maui Wildfires in 2023, the brand announced that 100% of sales of the book would go towards relief for locals affected by the fires through the end of the year.

Assouline continues to exude an unparalleled signature style and elegant savoir faire, which has globally redefined modern publishing. □



“Horses from Saudi Arabia”

Text by Debbie Burt, photography by Oliver Pilcher

16 x 19 in – 40.5 x 48 cm | 200 pages | over 100 illustrations
 handcrafted volume in a luxury clamshell case
 ISBN: 9781649801777 | \$1,200 – € 1,200 – £1,000
 FEBRUARY 2024



Throughout history, the Arabian horse was prized for its strength and versatility in battle. Photo & Copyright: Oliver Pilcher