

Pampered pups put fashion first

By Judy Wilson

Are these pooches putting on the dog? You bet.

But from canine casual to designer doggie, the editorial splendor fashioned for these pets by their owners has won them the first-ever, Top Dog Model contest and a place

on the Top Dog Model calendar.

The contest is the idea of Jo Jo Harder, a Boca Raton resident and fashion designer, who devised it as a marketing tool for a book she is writing about doggie styles.

Owners submitted pre-

seasonal photos of their pets, dressed to the teeth, for judging by experienced pet handlers.

At a prelaunch party held earlier in the summer at Gigi and Luca's Pet Boutique, a number of local dog owners got the idea and entered their best

friends. Three of them are now the proud owners of the Top Dogs (see photos) that will be featured on a calendar soon available in pet stores.

Harder says finding doggie duds is no problem. Pet boutiques that sell the clothing are becoming

commonplace.

Next year, Harder will throw parties to launch the contest in Hollywood, CA and New York City. It doesn't take ESP to predict the parties will be insanely successful in those venues and then our readers will remember that

America's first Top Dog Model is the classy chihuahua, Linda, from Lighthouse Point.

Harder herself is a bit overwhelmed with the success of her marketing ploy. "The fashions were incredible," she says. "It's really been a fun project."



Linda from Lighthouse Point is America's first Top Dog Model winner. The stylish Deerhead Chihuahua models an elegant, black evening gown and diamond collar. Her owner, Susan Celestria, received the 18-month-old pooch



Peroche is from Deerfield Beach. The macup chihuahua belongs to Kim DeArcangelo and will be featured on the Top Dog Model calendar.



Luca is another runner up on the Top Model contest. The Yorkshire terrier belongs to David and Elizabeth Correa of Lighthouse Point who own a pet boutique in the Shoppes at Beacon Light.