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BOCA DEL RAY LIFE

March 2007

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FEATURE:

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The Craze in "Stuff" For Pets



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Pets & Their People:

The Craze in Stuff For Pets

by halli moore



W

ould you buy your dog a cashmere hoodie for \$75, a hydrant bed for \$89 or a cupid bowl for \$35? How about copper or pink sunglasses? Today, you just don't only buy a bed for your dog or cat at Wal-Mart, many pet lovers are buying robes and slippers all over boutiques as well. There is now a plethora of pet palaces that not only sell the usual pet supplies, but luxury items as well, for cats, dogs, birds and even hamsters.

Celebrity pets have it all.

Dogs seem to be the most popular pets for the (I don't know what to wish my money) celebrity set. It's become a fad to flaunt their pets in public wearing outrageously expensive attire. Paris Hilton is rarely photographed without holding her pet, Oshunshua, Timberbell, as if she was a fashion accessory. In the movie "Legally Blonde" dressed her dog (Ihruse) in clothes and jewelry. The stories of celebrities buying bling for their pets, is endless. Marsh Carey, Jessica Simpson and Britney Spears are only a few of the stars who take their dogs everywhere. AND in Loud Milton dog carriers, which have become hot, hot, hot!!

There are many stories circulated about celebrities and the rich who spend exorbitant amounts of money on custom dog apparel. Sean "Diddy" Combs actually dressed his Maltese Sophie in clothes identical to his during Fashion Week in 2004 and Tom Spelling hired a fashion designer to make costumes for her dog, Mim LaLue. These people are definitely not on a budget! And the pet supply industry is booming as a result of this extravagance.

Recently Opar Wintry had "The Dog Whisperer" Cesar Milan on her program. He is "THE" dog trainer extraordinaire. He offers his opinions on training and pet supplies, but more often than not he hears the owner. Milan has also become very popular with the rich and famous who spend excessive amounts of money on their pooches. Oprah only buys her dogs (she has 17) designer collars.

Locally, it's not so different. "Many of my clients like to buy the edible, rawhide, greeting cards that they send to dogs of friends who are having a birthday or anniversary of some kind. They are crunchy - we say, invented by Vets, devoured by pets." Cheryl Gorman, Owner of Club Bow Bow in Boca Raton.

Florida ear-drenching poochy's afternoon will not anymore. The manicists we carry keep your pets dry, and the clothes, dresses for females and one-piece suits for males for parties or just every day dress up keep them looking their very best," said Gorman. Her establishment offers massages, aromatherapy, pawis-cures and for styling in addition to limo service for dropping and picking up pets.

Elizabeth Conna, owner of the best chic Gig & Luca Pet Boutique, in the Beacon Light Shops in Lighthouse Point concurs. Gig & Luca - named for the owner's English Bulldog, Gig and their Yorkshire Terrier, Luca, offers a complete shopping experience for owners and their pets with several departments - from Pet Boutique and Man's Best Friend Big Dog Boutique to the Disguised Cats and Dog Spa. "We have everything for the pet lover AND their pets," from party-wear to the latest in beach attire, whatever your ideal pet is, today there are hundreds of accessories to make them (or yourself) proud to be seen.

Is it old hat to just walk dogs on a plain old (non fluorescent, non restorable) leash these days? decide

Is spending \$6500 on an LV pet carrier over the top? Probably not if it makes you happy and you're not stealing from the family food budget to do it.

And hey, if you think that your Buffy loon outzipping in a Tiffany, diamond studded collar or a great Armani tub for St. Pats's day--go for it.

And these days, you don't have to go far, there's a chic pet boutique near you.

America's Top Dog Model™ To Host First "Casting Call"

An open "casting call" for America's Top Dog Model™ Contest will be held March 10 at the Gucci Courtyard on Worth Avenue in Palm Beach. The event, which is being hosted by Worth Avenue Assoc., will follow the 13th Annual Worth Avenue Pet Parade.

Registration for both events will start at 9am.

Created by fashion designer, stylist and writer Jo Jo Marder, America's Top Dog Model™ is a nationwide search for top dogs with "style." The 2007 contest theme is "brave with style." During the contest (press through April 30), casting calls and pet charity events will take place.

Pet owners are encouraged to dress their pooches to the hilt for their strut down the Worth Avenue runway. Two finalists will be selected and will go on to compete with 13

breeds selected nationwide. The winners will be featured in America's Top Dog Model calendar. Top winner will receive the following prizes: feature story in New York Dog & Hollywood Dog Magazines; Armani® handbag; collar & leash from Heidi Mancini designer coat & lead from Cheri Costume™; custom designed Swarovski® crown from Dorothy Bauer; picture frames from Sherpell and designer walking shoes from Pochayr Shoes. Eleven contest finalists will receive a Swarovski® crystal barrette from Nevensmoke Design.

To qualify, contestants must bring to the casting call a 5x7 professional, color photograph, a photo release and completed profile which can be found on America's Top Dog Model™ website or for more info call 561.212.2641 or visit www.americastopdogmodel.com.



Berley is ready to hit the "dog" in fashion. Wore Gig & Luca



Berley's Bab Berley celebrates in fashion from Gig & Luca



Berlyour look looks fabulous in fashion from Gig & Luca



Smooth & Beau don't let a rainy day stop them in raincoats from Club Bow Bow

