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Feature
*Pets & Their
People:*
The Craze In "Stuff" For Pets

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Pets & Their People:

The Craze in Stuff For Pets

by hall moore



Would you buy your dog a cashmere hoodie for \$75, a hydrate bed for \$69 or a cuavid bowl for \$35? How about copper or pink sunglasses? Today, you just don't only buy a bed for your dog or call it IBIBAW, many pet lovers are buying robes and plopers at cash 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 parrots.

Celebrity pets have it all

Dogs seem to be the most popular pets for the (I don't know what to do with my money) celebrity set. It's become a fad to lair their pets in public wearing outrageously expensive attire. Paris Hilton is rarely photographed without holding her pet Chihuahua, Timberbel, as if she was a fashion accessory. Reese Witherspoon in the movie "Legally Blonde" dressed her dog Buster in clothes and jewelry. The stories of celebs buyingbling for their pets, is endless. Mariah Carey, Jessica Simpson and Britney Spears are only a few of the stars who take their dogs everywhere AND in Louis Vuitton 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, Mini LaRue. These people are definitely not on a budget! And the pet supply industry is booming as a result of the extravagance.

Recently Oprah Winfrey had "The Dog Whisperer," Cesar Millan on her program. He is "THE" dog trainer extraordinaire. He offers his opinions on training and pet

supplies, but more often than not he scold the owner. Miller has also become very popular with the rich and famous who spend excessive amounts of money on their pooches. Oprah only buys her dog (she has three) designer collars.

Locally, it's not so different. "Many of my clients like to buy the colic 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," says Cheryl Gorman, Owner of Club Bow Wow in Boca Raton.

Florida "tan stretching poochy's afternoon walk"? Not anymore. "The raincoats 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, paws'oures and fur styling in addition to being service for off and picking up pets.

Elizabeth Correa, owner of the chic Gigi & Luca Pet Boutique, in the Beacon Light Shops in Lighthouse Point concurs. Gigi & Luca--named for the owner's English Bulldog, Gigi and their Yorkshire Terrier, Luca, offers a complete shopping experience for owners and their pets with several departments--from Pet-ote Boutique and Men's Best friend Big Dog Boutique to the Distinguished 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 Fido on a plain old (non fluorescent, non retractable) leash these days? You decide.

Is spending \$6500 on an EV 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 Ruffly looks dazzling in a Tiffany, diamond studded collar, or in a green Armani tutu for St. Patty's day—go for it.

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



Barkley is ready to hit the beach in fashions from Gigi & Luca.



Birthday boy Barkley celebrates in fashions from Gigi & Luca.



Bonjour Jack looks fabulous in fashions from Gigi & Luca.



Smoothie & Beau don't let a new day stop them in accessories from Club Flow. Wink!



America's Top Dog Model™ To Hold 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 Association, 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 Harder, America's Top Dog Model™ is a nationwide search for top dogs with "style." The 2007 contest theme

is "travel with style." During the contest phase (through April 30), casting calls and pet charity events will take place.

Pet owners are encouraged to dress their pooches to the nines for their strut down the Worth Avenue runway. Two finalists will be selected and will go on to compete with 10 finalists selected nationwide. The winners will be featured in New York Dog & Hollywood Dog Magazines, Almani handbag, collar & leash from Hedy Manon, designer coat & lead from Chien Couture™, custom designed Swarovski crown from Dorothy Bauer, picture frames from Sheppell, and designer walking shoes from Poochey Shoes. Eleven contest finalists will receive a Swarovski crystal birthstone from Havenstock 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. For more info call 561.212.2441 or visit www.americastopdogmodel.com.



Ms. America's Top Dog Model 2006 winner from Salinas, CA

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