

Celebrating the Pleasures of Today's Sophisticated Family Lifestyle

PARKLAND LIFE

March 2007



MIND MATTERS

Some Guys Have All the
Luck: Demner Takes a
New Look of Luck

HURRICANE FEATURE

Catastrophic Storms 2007
Are YOU Ready?

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The Keepin' of the Green

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



W

ould you buy your dog a cashmere hoodie for \$75, a hydrant bed for \$89 or a cupid bow for \$35? How about copper or pink sunglasses? Today, you just don't only buy a bed for your dog

or cat at Walmart, many pet lovers are buying robes and slippers 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 hamsters.

Celebrity pets have a fall

Dogs seem to be the most popular pets for the 0-9 don't know what to with my money) category, pet it's become a fad to strut their pet in public, wearing outrageously expensive attire. Papi Helen is every dog's dream without holding the pet (Chihuahua, Threaded, as if she was a fashion accessory, fleece Wintergreen in the movie "Legally Blonde" dressed her dog Bruce in jeans and jewelry). The stars of celebrities buying things for their pet, is endless. Miley Cyrus, Jessica Simpson and other Spears are only a few of the stars who share their dogs every year. And in Utah's Valdez dog cafes, when have become hot, hot, hot!!!

There are many stores created about celebrities and the rich who spend exorbitant amounts of money on custom dog apparel. Sean "Diddy" Combs actually dressed his Weegie Scottish terrier clothes identical to his during Fashion Week in 2004 and Tom Scudling hired a fashion designer to make costumes for her dogs, Mini Labrie. These people are definitely not on a budget! And the pet apparel industry is booming as a result of the e-commerce.

Becky Quinn Withey had "The Dog Whisperer," Cesar Milan on her program. He is "THE" dog trainer extraordinaire. He offers his opinions on training and pet accidents, but more often than not, trains the owner. Milan has also become very popular with the rich and famous who spend excessive amounts of money on their pooches. Quinn only buys her dogs (she has three designer coats).

Locals it's not so different. "Many of my clients like to buy the edible marriage greens cards that they send to dogs of friends who are having a birthday or anniversary of some kind. They are crunchy—we sell, marketed by Vets, decorated by pet, 'Sis Cheryl Gorman' Owner of Old Bow, below a local store.

Found an interesting pooch's afternoon walk? Not anymore. "The associates we carry keep your pet dry, and the clothes, vests for towels and one-piece suits for naps for parties or just every-day wear to keep them looking their very best," said Gorman. Her establishments offer massages, aromatherapy, paw-cures and facial spray in addition to inno service for clipping of and popping up pods.

Esteban Cortes, owner of the first dog (Gig 8) Luck Her Boutique, in the Belmont Light Shops in Lighthouse Point, concurs. Gig 8 Luck—named for the owner's English Bulldog, Gig and their Mother, Gigi Luck, offers a complete shopping experience for women and their dogs with several departments—from Pet Size Boutique and Men's Best friend Big Dog Boutique to the Designer-Gated Cats and Dog Shop—"We have everything for the pet lover AND the pet," from parkwear to the latest in beach style, whatever your idea pet is, today there are hundreds of accessories to make them (or yourself) proud to be seen. It's a dog hat to just walk Fido on a plain old (non fluorescent, non neon) leashed leash there dogs? You 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 your furry fido dazling in a Tiffany, diamond studded collar or in a givenchy, Armani suit for St. Patrick's day—go for it. And these dogs, you don't have to go for, there's a chic, pet boutique near you. ♦

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

As special "casting call" for America's Top Dog Model™ Contest will be held March 10 at the Old Courtyard on Worth Avenue in Palm Beach. The event, which is being hosted by World Avenue Association, will follow the 19th Annual Worth Avenue Pet Parade.

Registration for both events will start at 8am.



Created by fashion designer, stylist, and writer, Jo Jo Herold, 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 stage (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



USA's prettiest dog has top dog model contest. The dog will be crowned the "America's Top Dog Model" winner.



Winner in search to be the beach in Palm Beach from Gig 8 Luck

Winner for fashion accessories in Palm Beach from Gig 8 Luck



Winner who looks beautiful in Palm Beach from Gig 8 Luck



Winner of Best dog in a white dog suit in Palm Beach from Gig 8 Luck

franchises selected nationwide. The winners will be featured in America's Top Dog Model calendar. Top winners will receive the following prizes: feature story in New York

Dog & PetWorld Dog Magazine, Annual handbook, color & season from Hollywood Magazine, designer coat & lead from Cheni Couture™, custom designed (Surrealist) crown from Dorothy Blaine, picture frames from Designer, and designer walking shoes from Poochies Shoes. Given contest finalists will receive a Surrealist crystal birthstone from Haversaqua 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 951.212.2441 or visit www.americastopdogmodel.com.



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