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Business and Boutique Profiles

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Suzie Marz (Sherpa) travel policies
and airline sit a time

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A cat-only boutique keeps cat lovers
coming back for more

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Company produces high end canine
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A pet boutique in Toronto started with
a Pumi apron Mallie the puppy

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Pet Style

NEWS

The Leader for Boutique Fashion, Products & Trends

Traveling in Style

Carriers for pets combine style,
function and fashion.

By Wendy Bedwell-Wilson



Dog Days Of Summer

Preview some fashions that
will be hotter than the
mercury this travel season.

By Scott and Ann Springer

A **prerequisite** for the success
of any pet is the ability to
travel with style.

As bikinis, tank
tops, hip T-shirts
and sundresses.

Stacy Cruikshank
loves the attention her
two toy poodles receive
when she takes them
for a stroll along the beach
in bikinis and board shorts.



SUMMER FASHION, PAGE 28

CANINE MODELS

It's all about
having the
"it" factor.

WWW.PAGE 18

No Place to Hide

By Nikki Mounair

Camouflage is supposed to
help hunters and soldiers
blend in with their sur-
roundings, but in the pet mar-
ketplace, camouflage has the oppo-
site effect. Canine pet gear
attracts attention, especially
when manufacturers have fun
with the theme and make it original.



CAMOUFLAGE, PAGE 20

Wedding Bells Chime

Complete the matrimony and
look who else is involved.

By Sandy Roberts

Peter is a cute, fluffy, white
and pink-and-white litter friend
and friend. He is a "Wedding Man."
"Wedding Man" begins in pairs. Here
comes the bride and her dog in match-
ing outfits.



WEDDING, PAGE 26

Model Dogs pet style news Holidays from Paris Noel and Bella LaPine

Having the "it" factor makes the perfect canine fashion subject.

By Sandy Robins

Meet doggy supermodels Paris Noel and Bella, two Yorkshire terriers that are being hailed the Gisele Buschen and Heidi Klum of the pet fashion world. And in true supermodel style, their faces are everywhere in advertisements for some of the trendiest canine clothes and on the covers of the latest doggy magazines. Naturally they also have their own range of merchandise, a pin-up calendar and a Myspace page. 100.

For their pet parents and agent Valerina Bloomfield of Sacramento, Calif., these dogs are in huge demand and have become Big-Business.

As the pet fashion industry continues to grow by leaps and bounds, the competition is getting tougher, and savvy designers and manufacturers are realizing that they can no longer rely on Pido to pose for a few shots with the digital camera in the back yard. It's time to get professional.

For Paris Noel (so named because Bloomfield collects Eiffel Tower and the pup was born in December), it all started when Bloomfield ordered a ballerina dress from Hip Doggie in Los Angeles and sent them a photograph of her pup modeling her first hair cut. They responded saying how cute she was and said that if Bloomfield sent a photograph of Paris Noel wearing the ballerina dress, they would put it on their website.

"The next thing I knew, she was modeling for them," says Bloomfield, who then took the next step and registered her pup with the Dog Actors Guild and set about drawing up a modeling contract, which includes that the dog gets to keep all the clothes and accessories the models.

"Both Paris Noel and her sister Bella really do justice to our designs," says Sandy Maroney of I See Spot. "They have that 'it' factor and it really shows."

"It's got a lot to do with their temperament," Bloomfield says. "Paris in particular is very patient and catches on quickly."

"We used to do our own photography using our own dogs and those belonging to family and friends," says Pam Reeder of Hunter Doggy Dog in Los Angeles. "But it took forever because they weren't used to the lights, couldn't hold a pose, kept knocking the products over or wouldn't look at the camera. Consequently it was really tough to get great shots."



Photo: Valerina Bloomfield

Dogs even model for postcards.

"So for our current range of clothes and toys, we assigned Myrna Huzang, a professional dog fashion photographer based in Amsterdam, Holland to do the shoot and simply sent her the goods to be photographed," she says. "She hired six dogs at a cost of \$65 each and the results were fantastic. It was well worth it."

Huzang says that some breeds are better in front of the camera than others. Fur color plays an enormous role in the overall success of the photo shoot, too.

"Black dogs are very hard to photograph well because there is little contrast in their fur and it's hard to capture their expressions," Huzang says.

"Some mutts make the best models," Reeder says. "They tend to have wonderfully expressive faces that the camera loves."

Currently the top-earning doggy super model in the world is Woongta, a 7-year-old American cocker spaniel who lives in Korea. She's earned about \$17,000 as the spokes doggy for a Korean pet product supply company and a further \$50,000 for being Pizer's spokes pup model for a year.

Doggy model wannabes are all clamoring to enter America's Top Dog Model competition, which is currently in its third year. Linda, a "Deer Head" Chihuahua won in 2005 and Mia, a miniature Dachshund is the reigning Top Dog Model.

"The hunt is now underway to crown the Top Dog Model for 2007. 'We've had hundreds of entries from all over the country,' says contest organizer Jo Jo Hardee of Palm Beach, Fla. "Our contest has a theme and this year it's Traveling with Style."

The winner will be crowned this month at a red carpet event with the pupprazzi in full attendance. ♦

