



Pet Style

The Guide to the Latest in Pet Products

NEWS

Summer and
Spring Traffic
is on the rise.
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Surfing in the Rain

Search for the right gear and accessories for keeping the birds. Includes a...

Adapting the Pink Standard

...

Helping Punks Rocker

...



...with
...



A Place to Rest

...



2008 Dog Model Search Gets Underway

Jo Jo Harder, a writer, publicist and fashion designer who began to people apparel, is bridging her four-year-old America's Top Dog Model contest into a licensing and marketing venture that will eventually sell branded products.

Harder, president of The Jo Jo Company LLC of Boca Raton, Fla., expects to release a book she wrote on dog fashion in 2008 along with the annual America's Top Dog Model calendar, which this year will be distributed to major bookstores by Zebra Publishing. Harder is also working on a line of coordinating apparel for pets and their owners and expects to launch other products in the coming year.

The 2008 dog model contest began Jan. 7, 2008. Participants must submit a photo of their dog at a party—birthday party, pool, beach or other event—to fit this year's theme: "Tossing with Style." Live casting calls with runway judging will also take place in several locations during the four-month contest, which ends May 20. Harder was still scouting locations at press time but expected to hold one in Florida, New York and on the West Coast. Twelve finalists and one winner will be selected. ♦



Contest creator Jo Jo Harder, left, presents the award to Jeremy Wissen & Cynthia Wittke, owners of Daphne Simons, America's Top Dog Model 2007 Contest Winner.



America's Top Dog Model 2007 contest finalist Trisha, her owner Judy Molnar Wilson and red carpet announcer Manique Adair.