

THE BOCA RATON
observer

an essential cultural voice

January 2012



**Gloria &
Emilio Estefan**

The Cuban Pop Music Duo
Starts Together

WEDDING
2011
The Wedding
of the Year

BOCA 2011
A Day Like
No Other

WELLS
2011
The Neighborhood
With Wings



DOGGIE

By Hannah Deutsch

STYLE

These Pampered Pooches Lead A Ruff Life

BELLA OF THE BALL:
The Caliente Golf
Trends to Style

A dog's life is certainly not what it used to be, and the economic figures back this up: Americans spend close to \$40 billion a year on their pets

AS THE MORNING RAYS BEGIN TO FILTER through the bedroom window, Bella awakens away from her Minkie bed and heads toward the kitchen for a quick drink. Instantly, she has in contact with Murano glass that contains two parts hydrogen, one part oxygen.

Thirst quenched, she heads back to the bedroom where a black satin cocktail dress awaits. No wardrobe malfunction keeps the Cadillac limo on time for the photo shoot. That's the good news, because Bella has a tendency to become distracted easily.

Once in motion, she passes time by watching on screen (via the film) that will restore ~~her~~ her cells melancholia. She wishes to look her best for the end caper. A brief grooming manage-

would have done wonders to rejuvenate the series, but there is no time to devote from course.

Upon her arrival at Worth Avenue, she is greeted with a warm reception as camera bulbs pop with each stride. An antique Mercedes-Benz strapping in shocking pink complements the ash on her head. The atmosphere is cinematic for a quarter pictorial; now it's up to Bella to show and posse.

Did we mention that Bella is a dog?

The scene passed before you can easily be torn from the pages of a celebrity's life — on a fashion novel as about As it happens, the cutthroat world of high fashion is not solely meant for mammals of the two-legged version.

Bella, a 5-year-old Yorkshire Terrier from Palm Beach, is Miss Agate in "America's Top Dog Model" 2009 calendar. Created by Boca Raton resident Jo Jo Harder, the theme for the third annual calendar contest was "travel and style." Bella has over hundreds of cameras, all of which had to be professionally photographed and dressed in haute couture in order to enter this popular, national competition.

The Ritz-Carlton caters to its upper-crust pet clientele by providing four-poster beds draped in Italian fabrics, gift-bags, mealy treats and specially formulated sun care products.

A dog's life is certainly not what it used to be, and the economic figures back this up: Americans spend close to \$40 billion a year on their pets, according to the American Pet Products Manufacturers Association.





NO BONES ABOUT IT!
Life is Good for Pups
At The Ritz-Carlton
(Photos: i and Below)

South Florida is home to myriad specialty outfits all dedicated to pampering "barbarians." From upscale salons and high end boutiques to organic foods, luxury hotels and veterinarian practitioners - there is no shortage of choices for baby boomers, single professionals, couples without children or anyone with an empty nest.

"No animal can have too much love and attention," says Bella's owner, Ramona Pol-Sander Beach. "She is like a little human being."

Humans have been pampering their pets for centuries. While mammalianism may be slightly outdated (we now opt for cryogenic freezing), the Egyptians could not efface the innate response to hold fetuses in high regard and preserve their spirits once the physical moved on. These days, our tastes have evolved. And we're not talking about smooching butter buns for dry noses or more aromatherapy to cultivate the senses. Try Chanel pearls for lavish parties (\$500), a Hermes collar and leash set (\$1,200), designer designer clothing (\$1,500 a suit) and bespoke furniture (\$2,700)



The Fur Seasons Resort for Pets offers beloved dogs and cats all the comforts of home. A comfy bed, throw rug and furniture; some rooms include a television and garden view. For an additional charge, Fifi can be picked up by private limousine and enjoy spa treatments such as facials and massages.

Accumulating travel rewards points for a \$20,000 doggie birthday party is not unheard of. Not one the six-figure earners that frequent the language of nouns with (Lena Hefmaly's Maltese, Trouble, was left \$12 million). As of today, 38 states plus the District of Columbia have passed laws allowing owners to arrange travel for their pets.

Traveling with one's beloved pooch has become, dare we say, almost commonplace. The Ritz Carlton South Beach offers a Pampered Pooch package to animals 35 pounds and under that

includes pet-rated, four-poster beds draped in Italian fabrics, a welcome letter, gift bag, luxury treats and specially formulated spa care products. "We noticed an increase in the number of guests who travel with pets," says Jenni Ganczpan, spokesperson for the hotel. "We listen to our guests when they speak to us. It only seemed fitting to create a program dedicated to our four-legged friends."

And because when the master's away the pet must play, The Fur Seasons Resort for Pets offers beloved dogs and cats all the comforts of



HELLO PRINCESS:
Doggie birthday parties
are all the rage in Boca.



home. A comfy bed, show rug and furniture; some owners include a television and garden view. For an additional charge, life can be picked up by private limousine and enjoy spa treatments such as facials and massages.

When it comes to spoiling pets, Waggs no Ranch provides a palette of inspiration for those who demand the very best. Located on Arlone Avenue in Delray Beach, the 7,300 square foot facility not only sells adorable puppies and classic merchandise but also contains a grooming department and outdoor kennel. From high-end pet carriers to rubber toys Fluffy can dream, everything one needs is available under one, impeccably maintained roof. As an added bonus, owners who stay nearby may leave their dogs with owner Kim Carter while they shop, grab a bite to eat or head to the beach. It's almost satisfying the customer and complementing their lifestyle at the same time, explains Carter. "People gravitate to what they like."

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On the other side of town, Lap of Luxury with Karen also caters to discriminating tastes. "People want the best of the best," says owner Karen Giammusso. Giammusso's clientele certainly does. Inside, carved glass panels allow pet owners to scrutinize every aspect of the grooming process, owners also may peruse high-end offerings such as cashmere hand and sweaters, silk party dresses, crystallized Swarovski-crusted collars and leather dog carriers with mesh ventilation. The store also carries retro T-shirts and a Japanese couture line.

Looking to purchase a pooch? Located in the Renwick Shopping Center in Palm Beach Puppies, which specializes in small designer breeds such as the Yorkshire Terrier, Maltese, Shih Tzu and Lhasa Apso. According to owner Alan Giamus, handful smaller breeds are more popular than larger pure breeds. "Breeders are downsizing puppies," he says. "That means the moral a few years back."

Speaking of trends, Bark-Matruhu are all the rage amongst diving dog owners of the Jewish faith. About 70 dogs were invited to the most recent Bark Matruhu held outside of Three Dog Bakery, located at The Shops at Boca Center. For \$12 (a portion of which went to charity), canine guests were treated to bone-shaped cake, bags filled with aromatic biscuits and water yamsicles that fit over their doggie ears. Rabbi Loring Frank was even on hand to perform a chas maintenance blessing and hand out certificates to conclude the rite of passage. "Bark-Matruhu have been around for a few



ROOM ROOM:

Shelton is a Pomeranian for the Queen; Moe Of Luvvy (Above) is a Weimaraner; and Wags To Riches (Below Middle, Below Right) are Golden Retrievers.



deceals," Rabbit Frank admits. "They are quite popular."

Three Dog Bakery, which is part of a Missouri-based national chain, is renowned for using natural, human-grade ingredients. Owners Jeff Latham and his wife Reilyn serve their canine clientele organic meat, vegan snacks, crab-chip cookies and pappardelle pastas. You won't find added sugar, salt, preservatives or by-products here. Ingredients such as peanut butter and low-fat homemade yogurt are the norm. Treat for can and even bones can be found on the shelves.

Nutrition is of a prime concern to pet owners. "People always want fresh-baked treats," Jeff Latham says. Case in point: A client of mine buys \$500 worth of treats for five dogs and three cats," he says. Also jumping on the nutritional bandwagon is Bark Vineyards, a premium, FDA-approved, all-natural grape dog-treats line. "People love the taste of the grape's human-grade ingredients while consumers appreciate clean tastes like Pinot Leakoo, Barkundy and White Sulfur-as-Tell.

Yes, we do so enjoy spoiling our furbabies. Daphne Simone is one puppy that is not immune to life's luxuries. When this 2-year-old American Cocker Spaniel is not perceiving to East Hampton (adorned in a fashionable, five-strand pearl choker), Daphne can be found at the salon working up a \$150 grooming tab. Represented by All Things Animals in New York City, there are agents for

"America's Top Dog Model" calendar costume and will grace its 2009 cover. Her pet: A handmade, seasonal, organic cream, black ribbon leash and collar set and a red leather carrying case (for her pet parents).

Before Daphne was officially crowned on Worth Avenue, she joined her fellow calendar model Bella inside the climate-controlled

The eclectic world of high fashion is not solely meant for mammals of the two-legged version.

annually. Daphne participated in her five runway show last August during New York City's Fall Fashion Week. Owners Jeremy Weiss and Cynthia Warrar watched proudly as Daphne modeled a silver beaded monochrome jacket complete with 1901 and her pink alligator collar.

Daphne has to look her best at all times because she never knows when publicity may come knocking. After all, Daphne is a celebrity; she recently was named "Most Elegant Dog" at the

limousine. Daphne and Bella were preoccupied with tall wiggling and impatient gestures as their cold rooms fogged a small section of the rear glass window. Quite frankly, it doesn't take much to satisfy those belonging to the canine species – a bowl of water, two cups of dry food and a walk or two usually does the trick. But just because one can survive on life's basic necessities doesn't mean one has to.

"She's like a family member," Warrar says. "I think we can learn a lot from dogs." ☺