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NEWS

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The Fancy and the Functional

Holiday fashion is hot for pets. ■ By *Sandra Gutierrez*

Nothing signals the arrival of the holidays like a dog strutting down the street wearing a red scarf or reminder sweater. Some retailers are planning in advance to cash in on the business of pet holiday fashion.

There's definitely more excitement about buying that special hand-knit scarf or hoodie sweater during the holidays, according to Janene Zahradnik of Paws & Pooch Pethouse and Pawbar, a boutique with locations in Los Angeles and Long Beach, Calif. This time of year, more customers grab impulse items for stocking stuffers, she said.

SEE LISTINGS PAGE 10



Meet Giana

America's Top Dog Model 2010

SEE MORE OF GIANA ON PAGE 3



Strong and Fun

Pet owners are willing to shell out cash for high-quality, innovative toys. ■ By *Meaghan E. Murphy*

Thanks to the recession, a back-to-basics movement has been about in just about every consumer industry. When it comes to high-end pet toys, that means a shift toward durable, essential

and interactive products that reward a tummy with hours of fun.

High-end pet toy manufacturers and retailers know the money is tight for pet owners in a down economy, but they're positive that doesn't mean customers are going to walk into a store and buy the cheapest product. SEE LISTINGS PAGE 11



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ON THE COVER



Greyhound Max Seaton
 Dog Partners LLC
 800-400-NICO, www.dogpartners.com

Photo by Sarah
 Email to SARAH@petstyle.com



Top Dog Model a Cinderella Story

By Kerri Danekin

Having completed a year of casting calls and photo reviews, the America's Top Dog Model contest named its winner for 2010 out of about 150 entries: a four-year-old Cavalier King Charles Spaniel from Jamaica Estates, N.Y. that goes by the name of Princess Giana Rose (right). Giana is the star of the cover.

The dog's owner, Cynthia Gutino, said Giana's "other sister" is a Cavalier King Charles Spaniel named Zeta, but always been the beauty queen in the family, even being named a finalist in the America's Top Dog Model contest in 2008.

"I was proud, excited and overwhelmed," Gutino said of the moment when she received a call from contest organizers to let her and her friend Giana head west this year. "Truthfully, at first I didn't believe Mr. Hander and I can't

believe my husband did either. Between her sister and Giana, Zeta has always been more playful. I was just so happy that my little Giana has a chance to shine."

Last year, the America's Top Dog Model contest began using a photo that shows "a woman with Style," which was extended to the 2010 contest as well. Dog owners submitting photos for consideration had to have their dogs photographed in a setting that expressed an environmental concern for the environment. Giana's winning photo, shot by New York photographer Lillian Schindler, shows her in a glamorous, feather gown designed by Tennessee seamstress Linda Higgins, posing with a recycling bin.

"I was inspired by the idea that one can be fashionable and environmentally friendly all at the same time," Gutino said.

"I thought the theme was clever and creative and I could do it and be part of it."

Giana and 11 contest finalists will be featured in the America's Top Dog Model 2010 calendar and receive a Gold Paw Series Eco Copy Collar. As the winner, Giana is featured in the Pet Style News cover dog for this issue and she and Giana won a three-night stay at WestCo Inn, a Pet Christian and family, custom dog collar, a custom hand-drawn portrait by artist Erica Lopez, an All Design solid wood dog bone picture frame, America's Top Dog Model signature apparel and an autographed copy of "How Dogs A Style Guide" by Mr. Hander.

Princess Giana is a licensed service dog, and is also registered American Kennel Club Canine Good Citizen, Gutino said. Giana has now found a new job. Giana is

getting prepared for the potential for further stints in the spotlight.

"I am certainly encouraged by further her showbiz career," Gutino said.

"I believe she is excited to get to work as well. If an opportunity arises, Giana will surely be ready." ■



Princess Giana Rose (right) and Giana (left) about to pose for the America's Top Dog Model contest this year with this eco-friendly photo.