

Pet Style

April/May/June, 2010 \$7.50

The Leader for Boutique Fashion, Products & Trends

NEWS

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Dress For Success

Seasonal sales make pet dresses a cash-in fashion.

■ By Nikki Moustaki

In the world of dog fashion design, "function" used to be king—sweaters, T-shirts and warm coats—but soon "fun" dethroned that practical leader and whimsy had a chance to infiltrate the staid land of doggie wear.

Enter dog dresses.

"The dog dress market has been around for many years but it wasn't until the past few that the trend has really grown," says Sherra Swailes, owner and designer of Ruby & Bee in Long Beach, Calif. "In today's mainstream culture, dressing up your dog has become another outlet for showing off your personal style."



SEE DRESSES 20

Buckle Up

Collars and leashes lead to business success.

■ By Ann Springer



For years it seemed as if consumers couldn't get enough bling on their pets. But as the economy has taken a dive, so has interest in big, bold and flashy styles of collars and leashes. SEE COLLARS 24

Road Warriors

Pet owners are loading up on gear for adventure vacations. ■ By Michele C. Hollow

Thanks to the economy, Americans have changed their travel habits. Most are taking local trips, exploring their home states and visiting nearby ones. Road travel is up, and people are traveling with their dogs.



SEE TRAVEL GEAR 14

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ON THE COVER



Flower Power Collar
72 Bark Place
949-636-3971, www.72barkplace.com



Pet Travel Kit,
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800-893-9893,
www.petrageousdesigns.com

Princess Dress
PCPB Wholesale
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STORY

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Road Warriors

According to the U.S. Travel Association, a nonprofit trade organization that represents the U.S. travel industry, 14 percent of all adults in the United States, or 29.1 million, have traveled with a pet on a trip of 50 miles or more in the past three years.

Dogs are the most common type of pet to take along (78 percent). Cats came in a distant second, with 15 percent of travelers bringing their feline friends.

This increase and interest in road trips with the family dog has been a boon to the travel gear industry. People are buying food, portable bowls, backpacks, carrying cases, car seats, harnesses and other items for their pets. The hotel/motel industry also is benefiting from people traveling with their pets. About 29 percent of travelers with pets stay at a motel, hotel or bed and breakfast.

Everything a Traveler Needs

Noble Canine Pet Boutique, an online store, offers a broad assortment of travel items.

"Most of my customers travel by car or RV," says Pamela Mayer, CEO and owner of Noble Canine Pet Boutique. "And we get requests for the more unique items such as safety vests for water activities."

Poop Pouch, Pet Ragous
800-899-8899,
www.petragous.com

Clean-up is one of the most important factors to consider when traveling.

Dog Backpack, Jeep
877-748-2003,
www.gearjeep.com

Safety products for car travel are excellent options to offer your customers.
Buckshot Harness, Kurgo
877-847-3868, www.kurgo.com

