

L.A. Dog Boutique Gets Ultimate Makeover

The Style Network's "Peter Perfect" series will feature a renovated dog shop.

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Peter Ishkhans, host of the series "Peter Perfect" on The Style Network. A family-run dog boutique in Los Angeles, Calif., relocated from a bustling shopping mall to a quiet storefront location, sacrificing customers and revenue.

The struggling business, owned by George and Diane Serafino, was left with too much merchandise and not enough customers. While Diane stocks the shelves all week, George works a second job to keep the store afloat.

The Serafinos first opened Woof Dog Boutique to help finance their children's education. However, after the unexpected move, their business went to the dogs.

Enter celebrity stylist and Beverly Hills entrepreneur Peter Ishkhans, host of the series "Peter Perfect" on The Style Network. Ishkhans offers tips on how to organize the store's merchandise and eliminate the clutter to transform an unprofitable dog shop into a thriving business.

By redesigning the staff's attire, upgrading marketing materials, or advertising in the community, Ishkhans' goal is to bring out each boutique's full potential. He gives the spaces, as well as the business owners and employees, a complete facelift that includes a floor-to-ceiling makeover.

With a new image, the business improves its ability to get more customers in the door. The "Leader of the Pack" episode airs at 9 p.m. EST/PST Saturday, Jan. 10, on The Style Network.