



NYC Fashion School to Host Dog Fashion Show

“Bark Is the New Black” will feature 11 dogs in outfits created by student designers.

Posted: April 21, 2009, 5 a.m. EDT

The Fashion Institute of Technology (FIT) in New York City plans to present its first pet apparel fashion show, Bark Is the New Black, on April 22. Eleven dogs will take to the runway sporting one-of-a-kind outfits created by 20 student designers who are enrolled in the pet products design and marketing professional development certificate program, which is offered by FIT's Center for Professional Studies.

The show is set to begin at 5 p.m. in FIT's John E. Reeves Great Hall, Seventh Avenue at 27th Street. It is being produced by FIT students majoring in advertising and marketing communications as part of the work for a class in special events marketing.

Pet accessories and pet lifestyle products will also be on display at the event. “Doggie bags” will be handed out at the end of the show.

The pet fashion show is free and open to the public, but tickets are required. Non-participating dogs will not be admitted to the show, and flash photography is prohibited.