

Dog Fashion Show at Superzoo

Fashion has gone to the dogs at this show!

Another hot fashion is the form-meets-function practicality of accessories like the multifunctional doggie travel bag from Petote in Chicago. It features front and side mesh windows, interior bedding, and functions as a roller bag, a backpack and even as a car seat! "Our Retailers of the Year, the managers from Land of Paws in the Kansas City area, thought they were fantastic," Boker said. While dog toys are nothing new, these pet product standards are taking a high fashion route. Haute Diggity Dog features a line of toys spoofing high end fashion designer names such as the Chewy Vuiton handbag toy, the Smiffany & Co. gift box and Jimmy Chew toys. Both Pet Product News and Dog Fancy are intent on continuing this exciting and lucrative program. "Our advertisers found this to be value added and our potential advertisers are showing an interest," said Lynch. "I definitely see multiple benefits coming from this for both publications." Fashion conscious owners and their beloved pups are sure to benefit from these trends as well. While style is at the fore of this industry segment, function is at its core. Dog owners can provide top of the line care and products for their canines without sacrificing a sense of creativity and panache.

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