

Dog Fashion Show at Superzoo

Fashion has gone to the dogs at this show!

October 27, 2005 BowTie, Inc.'s Pet Product News and Dog Fancy Magazine partnered to host a canine fashion show at the World Wide Pet Industry Association's SuperZoo trade show in Las Vegas, September 21 and 22, 2005. The runway production was staged twice a day with pooches sporting the latest in pet fashion and accessories. Dog fashion is hotter than ever, fueled by the celebrity pet trend in Hollywood. From Paris to Tori, stars are flaunting posh pups in the latest canine styles, and anyone who cares to pamper their own precious pet is pawing for these goods. "The fashion show was a great success. Both Pet Product News and Dog Fancy Magazine have recently introduced a 'boutique' element and this show certainly showed the support for this quickly growing segment of the industry," said Desiree Lynch, associate publisher of Pet Product News. The elevated interest in canine couture was evident at the Las Vegas event as all four shows were presented to a full house, standing room only. These shows also proved successful by boosting sales of the products featured on the furry fashionistas. "Not only did everyone enjoy watching the dogs wearing their accessories, attendees were also writing down booth numbers of products they liked," said Carol Boker, editor of Pet Product News. "Exhibitors told me how much their traffic increased after each show, so they seemed pleased that it increased their visibility and sales." One trend that is going strong in the canine world is a love of all things "bling." Personalized collars in trendy fabrics such as denim, metallic and crocodile, like the ones from The Bead Shop, are encrusted in rhinestones and topped off with a variety of heart and bone-shaped charms.