

## Dogs, Other Pets to Showcase Latest Fashions

**Petco's fall fashion shows take place at stores nationwide this Saturday.**

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Petco's fall fashion show is coming to stores nationwide this Saturday, Nov. 17, 2007, at 2 p.m. The spring show attracted 13,000 pets of all varieties – dogs, ferrets, cats, reptiles and even potbellied pigs.

Customers' pets will strut the runways wearing items from home or purchased from Petco's exclusive DC apparel line.

Pet apparel's newfound popularity prompted the company to increase its selection of clothing for pets by 25 percent last year.

"We have a brand new fall apparel assortment this year, offering an array of trendy styles and high-quality pet clothing," said Craig Espelien, Petco's vice president of brand and product development. "Our DC collections offer something for every pet and pet parent, even those with the most discriminating tastes."

Petco carries not only dog clothes but also apparel for ferrets, cats, and other animals.

Natural Balance is sponsoring the pet fashion shows with hors d'oeuvres, which will take place at nearly every Petco (with exceptions listed here).

Prizes will be awarded for "Best in Show" and "Best in Show – Petco Apparel." Fashion show participants are asked to fill out an informational card describing their pet's outfit and take it with them to Petco.

In addition, customers visiting Petco this weekend on either Saturday or Sunday will receive 25 percent off all DC apparel, fashion carriers, and collars.