

Pet Style News

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Inside Scoop

What's hot in pet boutiques from those in the know...

Spring Trends

Overall, the pet fashion industry is a mini-version of what's walking down the human runways each season. I've watched the human fashion industry over the last few months and have seen that many trends are being translated into canine couture. And it doesn't show any signs of stopping. Manufacturers are gearing up to launch their spring lines in early 2007, and many of the trends I'm seeing are following trends from recent fashion shows.



Charisa Antigua (holding dog) and the Oscar Newman group.

Charisa Antigua, owner of Oscar Newman in Geneva, Ill., says her company gets its inspiration from runway shows.

"We've seen a lot of whites, cottons, printed fabrics and pastel plaids [on the runways for spring]," Antigua says. "Lilac is a big color."

She says that consumers are becoming more sentimental and that they're looking for more collectable clothing pieces; pieces that can be carried through the generations. Antigua says a good example of this is kids' hand-smock dresses.

"We're adding three hand-smock dresses for dogs to the Oscar Newman line for spring," she says.

Kathy Haase, owner of Diva Dog in San Diego, says that a lot of the dog fashions for spring are being taken straight from the fall season, such as paisley and animal prints.

"Spring is shifting away from bright pinks and the rhinestone 'bling' of the past years and

turning to more subtle colors and more patterns," Haase says. "The colors for spring are muted pinks, pink and brown and blue and brown combos as well as leopard print, cowhide print and paisley."

One trend Haase has noticed is cohesive lines.

"A big trend is going to be matching sets," she says. "Consumers are going to want to buy a complete brand."

Diva Dog is jumping on that trend by coming out with 15 new lines that have matching components.



Kathy Haase owner of Diva Dog

"People are going to want to buy a complete line," Haase says. "They're going to want the dog bowl with the matching collar, leash, mat, T-shirt, bed and carrier. Matching sets also make great gifts."

Pet accessories have also been heading more in the luxury direction, offering products in higher-end materials.

Antigua says genuine leather and Swarovski crystals are just some of the luxury materials being used to make this season's harnesses, collars and carriers.

Another trend Antigua says is hot for spring is clothing with lace details and embroidery. Oscar Newman's new line will offer white T-shirts with crystal embellishments and embroidery as well as pastel print dresses with lace accents in a light velour material.

"We're also going to introduce two light sweaters with hand-crocheted detail," she says."

And retailers are gearing up for spring as well. Bobby Wise, owner of George, dog boutique in San Francisco that recently opened a second store in Santa Monica, Calif., (see page 6) says his store is doing its spring buying in late-January to early February.

"We attend several gift shows to sell our own stuff and we see products there that we want for our store," Wise says. "Companies also send us things on spec and we do a lot of research through trade magazines."