

pamperedpuppy 

Dogs are more spoiled than ever: 10,000 luxury items for pampered pets

Pampered Puppy announced today that its luxury shopping portal for pets has broken the 10,000 product mark, making it the largest specialty pet shopping site of its kind.

“Four years ago, there weren't even ten thousand high-end dog products *in total*, across the entire industry.” says Angie McKaig, CEO of Pampered Puppy. “The creation of new, upscale products for dogs is growing at an incredible rate. In dog clothing alone, we now carry over 3,000 different items, running the gamut from dresses and shoes to pajamas and overalls. It's not just sweaters and coats any more.”

Another hot area of development is in collars, leads and other “walking” equipment. Over 1000 distinct collars, leads and harnesses are available to the upscale market; harnesses in particular are a big focus for new designers. New designs by companies like Hydrant Pet Works, Downtown Doggy and Susan Lanci are breaking new ground with unique designs and designer looks. McKaig states: “Some of the new designs for 2006 are incredible. You get the look of high fashion and get to keep the practical use of being able to walk your pet in an outfit without an additional collar being needed.”

The breadth of product means that the company can provide a lot of shopping options for dog owners. The site allows customers to shop by color scheme or fabric pattern, by their pet's personality, by brand name, or according to the type of home décor they're hoping to match.

Will this growth continue? “I don't see this trend slowing down any time soon.”, McKaig asserts. “There is greater demand for upscale products for pets every day. Dog owners make their pets a part of their lifestyles, and they want products for their pets that reflect those lifestyles.”

Pampered Puppy is already planning on accommodating that growth; plans are in the works to expand the portal to nearly 20,000 products within the next twelve months. “It took us three years to source 10,000 luxury pet products, but that's not the case any longer,” says Kim Peel, Shopping Manager at Pampered Puppy. “We're literally hearing about new luxury pet boutiques and new dog product designers every single day.”

About Pampered Puppy:

Pampered Puppy is both a shopping portal and online magazine devoted to luxury lifestyles for dogs. Founded in 2002, it is tightly focused on designer products, luxury services and hipster trends for upscale pets and the people who love to spoil them. For more information or to purchase, please visit www.pamperedpuppy.com.

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