



A casual windbreaker fits perfectly for fall's unpredictable weather.

Wind Jacket, Theo Inf, (154) 513-8311, www.theo.it



These scarf-collars make great additions to any dog's closet.

Large Stripe Scarf and Collar, Kwigy-bo Inc., (212) 398-1091, www.kwigy-bo.com



Pink and denim make a cool combination for summer and fall.

Hey Baby T-shirt with Swarovski crystals and jeans, For Pets Only, +39 02 58430558, www.forpetsonly.it

Trendsetters


"I am very conscious of what young people are wearing and design my collections accordingly," says Sandy Park of Monkey Daze in San Diego. "It's this age group that epitomizes urban wear trends as they are hot and happening."

Nothing says street wear better than jeans and a T-shirt with a bit of bling. Park's collection of detailed denim outfits captures the look completely. The one-piece outfits give the impression of being separates, such as jeans or a skirt with sequined belt to complete the look.

Polka dots and stripes also work well with denim. Park combined soft cotton fabrics to create a layered skirt look and accessorized with little sandals for summer.

"The sandals may look like a novelty item, but they've been designed for practicality," Park explains. "All dogs have to deal with hot sidewalks and various other surfaces and little dogs in particular are more susceptible to the heat because they have such delicate paw pads."

For Miami-based designer Loretta Forer, the tropical and trendy lifestyle of South Florida is unabashedly blazoned on her current Hot Cool Dog Cat Collection and flaunts all the typical icons—flamingoes, hibiscus flowers and palm trees. White cotton tanks blend perfectly with her chosen hues of hot pink, turquoise blues and orange.



"They can take you from the beach to lunch at a trendy restaurant," Forer explains.

The latest collection from designer Lara Alameddine of Little Lily in Los Angeles also is a "lifestyle look."

"The outfits are timeless in that they are designed for your dog to wear to any number of different events around the clock," Alameddine says. "My main fashion focus is still on building a wardrobe with mix-and-match separates. Just like with people, it's all about different silhouettes

and having a range of items that allow pet parents to put their own creativity to work."

Alameddine recently teamed up with fashion icon Paris Hilton to produce the Paris Hilton by Little Lily Collection.

"Whether you love her or not,

Go out on the town the right way.

Opulent Leopard Noir, GAMBOA, (415) 535-6750, www.gamboacouture.com

Introducing Fashion to Your Customers

Here are some ideas for in-store fashion events to get people acquainted with what you sell.

- Host an event for customers to preview the latest fashions. Send out invitations and invite customers to meet and mingle over wine and cheese.
- Stage a fashion show showcasing the season's new products. Make it a charity event and raise money for a local shelter.
- Hold a Bedazzled Evening Event. Many jewelry designers are happy to show off their latest pieces and take orders for special pieces. You also can hold a silent auction and raise money for a local shelter this way.

you have to admit, she's paved the way for pet fashion internationally," Alameddine says. "Apart from having great fashion sense, she's always seen accompanied by the most famous and most fashionable dog in the world."

The focus of the collection is frothy little "Paris numbers" that, once again, fit Alameddine's template of being