



Pet Fashions Aren't Just for Halloween Anymore

Story by Laura Goldman

Two decades ago (or about 140 years in dog years), the only article of clothing you'd be likely to see on a pet was a sweater, and only in the dead of winter.

A few years later, Halloween costumes for pets became a thing.

But times have changed a lot since then. Nowadays, pets are considered family members, aka “furkids.” Pet owners in the United States are expected to spend a whopping \$60.6 billion on those furkids this year, according to the American Pet Products Association.

About \$14.4 billion of that amount is being spent on products, including clothing. Beyond sweaters and Halloween costumes, some pets are now being dressed up all year long.

The trend began about 15 years ago, thanks to popular culture.

“When ‘Legally Blonde’ came out in 2001, pet fashions zoomed,” said Lola Teigland, a former fashion designer for Albert Nipon and Christian Dior who’s now a top designer of fashions for pets. In the film, law student Elle Woods (played by Reese Witherspoon) adopts an abandoned Chihuahua (Bruiser) and dresses him to match her outfits.

“And then when Paris Hilton had her little dogs, pet fashions zoomed,” Teigland added.

Jennifer Kirk, who owns the Posh Puppy Boutique in Rocklin, said sales have steadily increased since 2007, when, after being inspired by her daughters dressing up their Chihuahuas, she first opened the business as an online eBay store. The shop, which now ranks No. 1

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