

PETROPOLIS

Pampered Pooches

The best of '09 Pet Fashion Week

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Last weekend, we swung by the Metropolitan Pavilion to check out Pet Fashion Week, a two-day annual extravaganza showcasing the best and brightest goods for pets (mostly dogs). Below, a few new (or newish) offerings that caught our eye:

Scarlett DreamCoats

Just like with us, having an array of coats for different situations seems to be necessary for dogs.

Enter Scarlett DreamCoats, which range from \$79 to \$149, and whose line includes LuxeCoats for the fashion-forward canine (think pink leopard print, faux fur and croc), RainCoats and LightCoats (light-weight, fleecy designs).

Designer Jane Given, who started creating "human-quality" dog coats after adopting a greyhound, gives a portion of the proceeds back to Greyhound Adoption Service.

Sold online at scarlettdreamcoats.com, as well as at various boutiques and department stores.

Les Poochs fragrances

A Sephora-caliber backlit wall of bottles caught our



Meena Mansharamani and her Shih Tzu Luke model the PupToGo carrying system.

eye, and it housed a display of scents for dogs.

The upscale Les Poochs line features eight fragrances that have a fresh, musky, human quality.

The fragrances claim to keep your pup smelling fresh for days and like any beauty product worth its salt, it's as much about the packaging as it is about the product. (These feature glass and crystal bottles and pretty boxes.)

Though the fragrances are primarily marketed to groomers, we discovered that the Les Poochs "V.I.P." scent is so exclusive that folks have to be invited to purchase it.

(We're unsure who ac-



Scarlett DreamCoats offer a variety of fashion-forward and functional coats for dogs.

(PHOTOS: ANDREW HINDERAKER)

tually buys it — 4 ounces retails at \$3,000 due to the use of the rare Osmanthus flower.) lespoochs.com

Street Treats

Perhaps the simplest yet most ingenious sighting of the day was a gumball-style machine filled with dog treats.

"I was walking around with a buddy and I thought, 'Wouldn't it be cool if there were candy machines for dogs?'" said Street Treats owner Bradley Kramer.

Treats cost 25 cents each and machines are now in 105 locations, with 75 scattered along New York City streets. streettreats.com



Arf Dog organic biscuits

While most dogs will eat anything you toss at them, why should they? This seems to be the idea behind Arf Dog, a brand that bakes organic biscuits in foodie flavors such as New York pizza and applewood bacon and cheddar. They're safe for all breeds and free of wheat, corn, soy, salt and gluten.

Locally, the biscuits are sold at upscale hotels (the Empire, the Cooper Square, the Ritz Battery Park).

President Ricki Noto has high



Dogs can smell as good as you with luxury scents by Les Poochs.

hopes for Arf Dog products, and even sent some to Oprah.

"We got a really nice response. They said if they decide to do a pets show, they'd consider us," she said. arfdog.com

Pup to Go

One of the more outrageous elements was a newborn baby-style dog harness.

Created by former Pepsi execs Meena Mansharamani and Cie Nicholson,

Pup to Go dog carriers help answer the "Should we take the dog?" quandary.

Ideal for pups that weigh 25 pounds or less, carriers retail at \$125 and are sold at puptogo.com.

Note: Shy owners may want to abstain from using this device, as Mansharamani told us she regularly gets approached for photos and comments when she and her Shih Tzu, Luke, walk around town with it.

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