

spree New York pet boutiques

Designer hybrid dogs, a craze that has brought about breeds such as labradoodles and puggles, deserve designer duds and accessories. And in New York there is no shortage of upmarket boutiques more than willing to cater to pampered pooches and their fawning owners. From the old-money Upper East Side to the more hip downtown area, fashionably dressed poodles strut along crowded streets. Undoubtedly, this city contributes significantly to the United States' US\$38 billion-a-year pet industry.

Girlie-girls will swoon when they walk into **For Pets Only** (below; 87 Mercer Street, tel: 1 212 925 5264; www.forpetsonlynyc.com) in SoHo. The dazzling decor is over the top, with bright pink walls, an enormous chandelier dangling from a five-metre-high ceiling and a pink, bone-shaped dressing table. But the

products are the real draw in this frilly store. A combination T-shirt/denim skirt (with a chain and belt loops) retails for US\$75. Lace and sequined harnesses (US\$55), collars adorned in Swarovski crystals and faux-fur carriers with matching throws are among the offerings. Everything is handmade in Italy and Filf can even have her own tiny wardrobe with miniature hangers for US\$310.

On the Upper East Side, **Le Chien** (1044 Third Avenue, tel: 1 212 752 2120; www.lechienyyc.com) is just the kind of upmarket store you might expect – and in Trump Plaza no less. Faux chinchilla blankets, coats and carriers (US\$195 to US\$350) could pass for real in this 2,500 sq ft store. The gold coat with attached wooden handle is perfect for carrying a dog that's grown tired of walking. Double-strand collars,

cashmere sweaters, darling tennis dresses and canopy beds are also available.

If cutsey isn't your thing, head down to SoHo and **Doggy Style** (100 Thompson Street, tel: 1 212 431 9200; www.doggystylenyc.com), where the atmosphere is more masculine. Canvas, suede and leather carriers range from US\$100 to US\$550; the messenger-bag pouch is popular, as are the bespoke handmade sterling tags with gems, picture frames and reversible down coats (US\$125). Dating back to 1959, recently renovated **Canine Styles** (830 Lexington Avenue, tel: 1 212 838 2064; www.caninestyles.com) carries a large selection of jumpers with matching hats, tweed and corduroy coats, polo shirts (US\$35), strollers (US\$185) and stylish carriers.

Trixie + Peanut Pet Emporium (23 East 20th Street, tel: 1 212 358 0881; www.trixieandpeanut.com) started as a mail-order catalogue business in 1999 then grew to a website before turning into a fashionable store in 2003. It features a wonderful selection of chic beds bound to please any hound. What pup wouldn't want to sleep in a comfortable New York taxi or bright red "Ferrari" bed (US\$250 each)? Located in the Flatiron district, the brightly lit shop features a wide array of carriers, feeders and plush toys that mimic luxury products for humans. Dog Perignon or Chewnet No. 5 fragrance, anyone?
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