



# NO BONES ABOUT IT

THEY WEAR DESIGNER ACCESSORIES AND HAVE A FRIVOLOUS LIFESTYLE — PAMPERED POOCHES ARE SPOILT FOR CHOICE IN DUBAI

BY RAZIQUEH HUSSAIN

DOGS ARE man's best friend (so the saying goes), and taking a look around the many homes that have dogs in Dubai, it seems to be true. They buy their pampered pooch cute little outfits, suits, ties, party dresses, diamond studded collars (real diamonds, I might add) — some even push the doggies around in prams.

It may seem extravagant to some, but with today's society focusing so much on health and good looks, why shouldn't a four-legged creature be just as entitled to looking, eating, and feeling fabulous? Emma Vorwerk, knows the importance of pet owners doing whatever it takes to ensure that their hairy friends have a good self-concept and healthy social life. That's why she founded [www.berrybehaved.com](http://www.berrybehaved.com), a website sporting stylish pet products. "I have noticed an increasing number of dogs with weird and wonderful hair styles. Gone are the days of the simple wash and clip, it seems the crazier the better with the introduction of dog hair colouring and unique shaving styles," she says.

Berry behaved represents a US brand known as 26 bars & a band that have become famous for their avant-garde retractable leads, with the recent launch of the Paul Frank addition. These leads are uber cool and offer a stylish alternative for the urban pet.

There is a lifestyle element to the berry behaved collection; all the products and the brands have a mutual sense of style. Leather collars in a range of cool colours are Dh65 and The Avant Garde retract-

able leads start from Dh150; gourmet dog treats including Lamb, Mushy Pea & Mint and Dried Beef with Honey and Sesame start from Dh43; stylish leather food bowls start from Dh100 and the very popular dog cushions start from Dh250.

Vorwerk adopted a dog from the Ras Al Khamah Animal Shelter, and says little Chloe is very sweet and full of character. "To adopt a dog from a shelter is truly rewarding, her eyes display nothing but thanks and gratitude towards us and she reminds us daily of a little life we changed for the better," she says. Chloe is professionally groomed by Woof in Al Quoz every eight weeks and is bathed at home using Isle of Dogs Natural Luxury range from Pampered Pets Dubai Marina.

Doting on pets used to involve a trip to the groomer every few weeks for a bath with a little bow tied on the head, or a box of Meaty Bonz now and then, and maybe even a special rawhide candy cane at Christmas. But today's doting has gone to a whole new level. Samir Shroff, the owner of Pampered Pets, a luxury lifestyle boutique in Dubai Marina, has a line of high-end grooming products for pets. "People who consider their pets as a member of their family, would want nothing less than the best for them too. From a weekly organic therapy treatment to a hairfall remedy treatment, we get special requests from owners to pamper their furry pooches and sassy pussycats all the time," he reveals. A pooch can be treated to the finishing touches of a bath, skin conditioning, haircut, and ear cleaning. Cap everything off





For your pet, tuxedos, weddings gowns, Swarovski necklaces, and hairbows are available from the best designers in Beverly Hills!

with a half hour of massage and your canine will be all set to party the night away.

As you enter the luxury boutique, the unique and beautiful apparel are guaranteed to elicit a gasp. A lot of the collection is hand-made, like the hand-smocked dress embellished with delicate hand-embroidery and beading. Tuxedos, wedding gowns, Swarovski necklaces, and hairbows are also available

from the best designers in Beverly Hills!

Himself an owner of six beautiful long-haired Chihuahuas, Shroff says that grooming is pretty simple, but shedding is a bit of a problem. "I usually give them a shower, and condition their coat with a royal jelly shampoo containing real honey to reduce their shedding. A bit of vanilla dog perfume after a blow dry keeps them smelling

heavenly for the next seven days," he adds.

One of the new accessories at Pampered Pets is the new line of collars covered with Swarovski Crystals. Available in myriad colours, many of the patterns reflect different hues of light as the angle of viewing and source of light shifts. They are available from a single row of crystals to an edge-to-edge pattern, with prices starting at Dh250.

A recent addition, and a very popular one too, is the indoor loo for dogs. For the person who can't take his dog outside every time, this is an indoor

grass potty system with drainage for your pooch's potty needs. Prices for the large unit are at Dh1,490.

You have a dog. You love your dog. So you will cater to its every whim fully with lots of luxury.

[raziqeh@khaleej-times.com](mailto:raziqeh@khaleej-times.com)

