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**Pet Rageous designs!**

functional, whimsical and outrageous pet products!



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# Pet Style NEWS

October 2008 \$5.00

The Leader for Boutique Fashion, Products & Trends

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**Chow Time Never Looked Better**

Satisfy the most discriminating tastes in dog and cat bowls.

■ By Alison Bour

"We really make dinnerware for pets," says Chris George, vice president for sales and marketing at Pet Rageous Designs in Burlington, Mass. "We are looking to capture the bond between the owner, the pet and the home décor."



**NEWS**

LUXURY MARKET EXPECTED TO REBOUND

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## Dressed to the K-Nines

From party wear to casual wear, holiday fashions allow pets to celebrate the season in style.



Excitement and gifts are two things that accompany a baby's new arrival. While it certainly isn't out of the ordinary for thousands of new babies to receive baby gifts, it may surprise some to learn that a vast number of these babies have four legs.

## Toasty Warm

Natural colors and new fiber blends dominate the sweater market.

■ By Meghan E. Murphy

If you want to know what's up-and-coming in pet sweaters this fall, there are two places to look: Milan, Italy, and BabyGap.

Sweater designers say the pet fashion market closely tracks human trends on the runway and in the playpen. That's why this season they're saying that the fall sweaters for pets will feature baby animals, faux fur and organic yarns in natural tones.



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