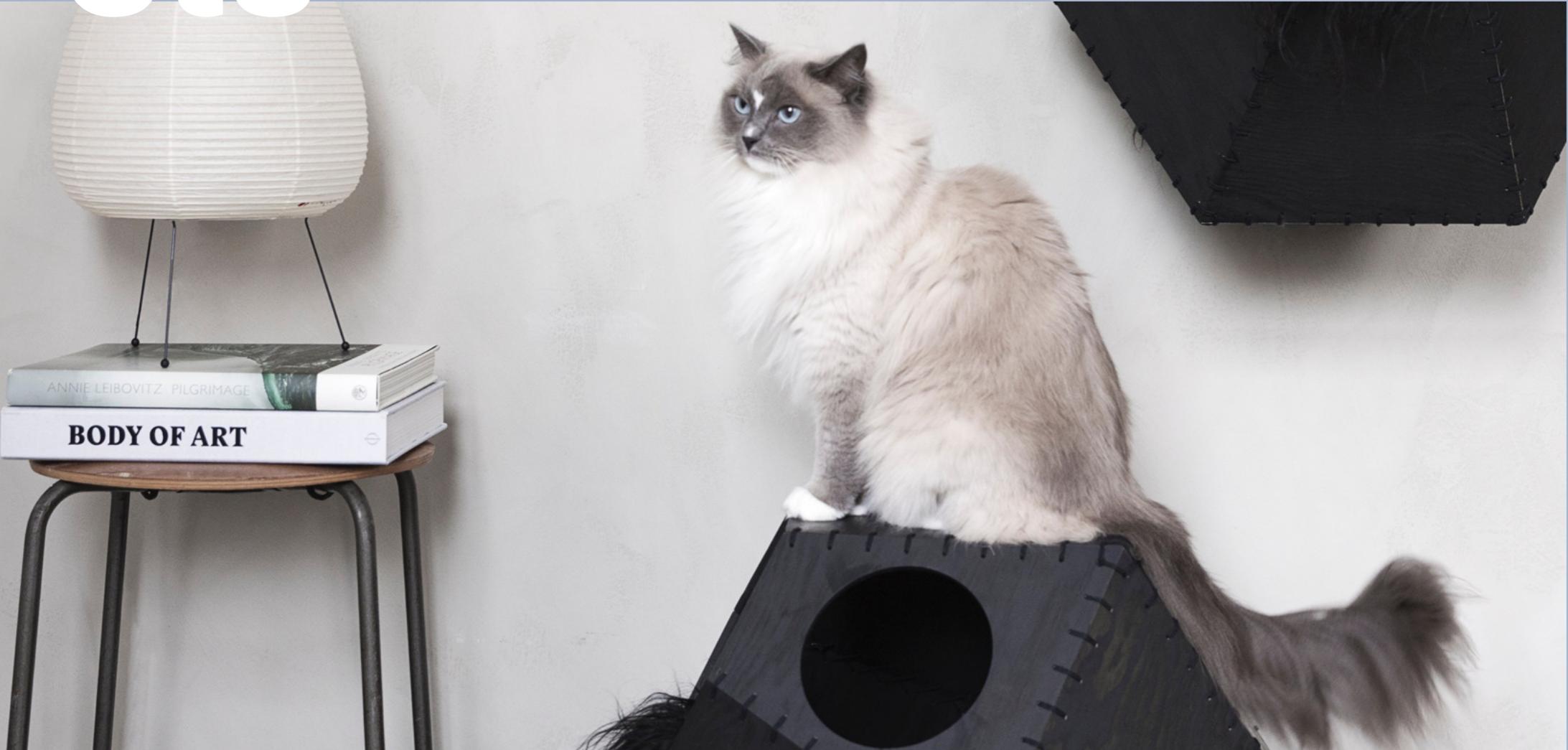


Brands to Watch

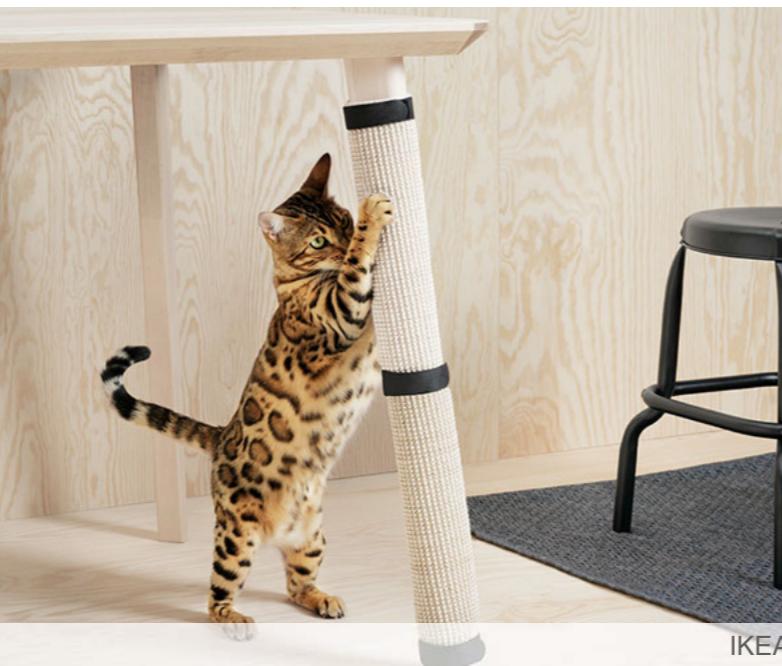
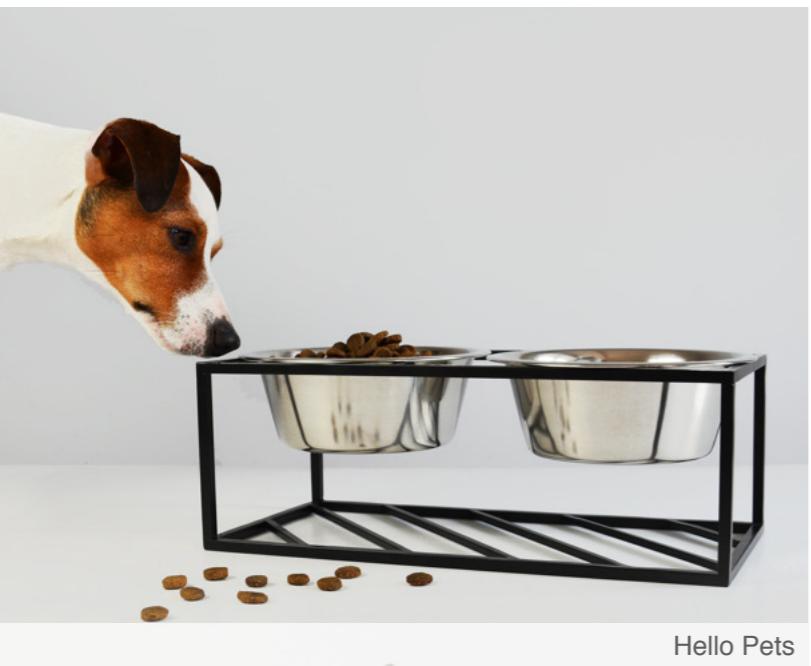
Pets

Retail & VM 2018



With offerings from Scandi cat beds to denim jackets for dogs, these are the pet brands that should be on your radar

Analysis



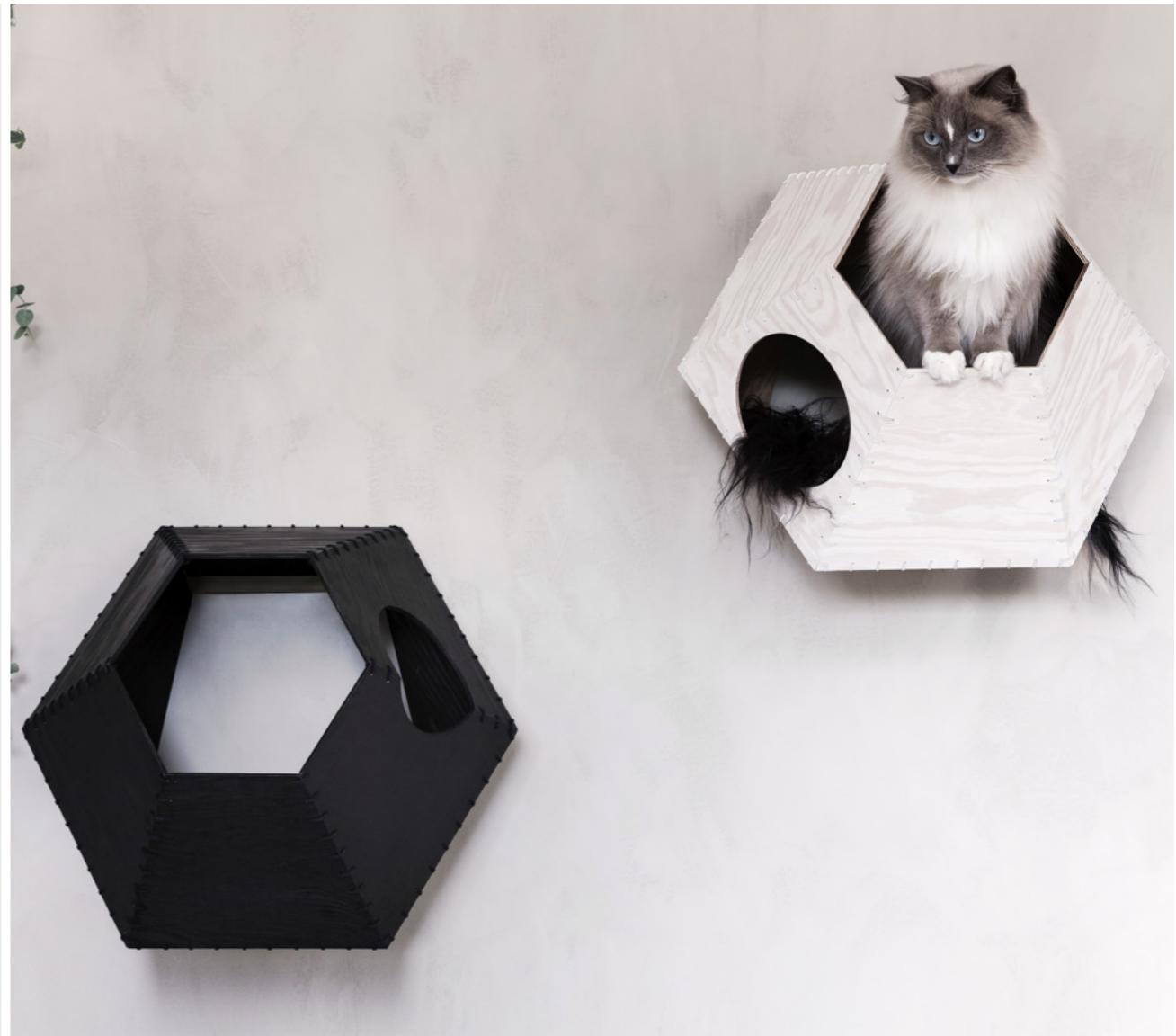
- As pets become more central to global lifestyles, products aimed at animals are becoming increasingly design-led
- New pet lifestyle brands are launching on a regular basis, while existing brands are expanding from interiors into the pet market
- Scandinavian design for pets becomes accessible with the launch of IKEA's first collection of pet furniture. At the other end of the spectrum, new Danish brand Studio Tigerstripes creates upscale furniture for cats
- Brands tap into playfulness and irreverence, taking inspiration from pop culture and giving it a pet-friendly twist. Pethaus makes denim jackets for dogs, and Growlees' slogan dog collar charms have almost reached cult status
- Luxury continues to be a major theme, as seen with Wolfpack, whose handcrafted leather coats for dogs are inspired by 1950s New York glamour

IKEA has launched its first ever pet collection, named [Lurvig](#) after the Swedish word for 'shaggy'. The range features a range of Scandinavian-inspired pieces for cats and dogs, including minimalist dog beds, block-colour bowls and cat furniture, created by IKEA's designers with insight from vets. Lurvig is currently rolling out in select countries, with a worldwide launch planned for March.



Studio Tigerstripes

Copenhagen-based brand [Studio Tigerstripes](#) creates luxury cat furniture with a focus on modern, urban living. Founded by architect Ragnhild Hagstrøm, its first products are the freestanding Cat Cave and wall-mounted Cat Nest. Both are designed using a double hexagon shape, made locally from pine sewn together with cotton cord, and come with a soft rug of longhaired, organic sheepskin.



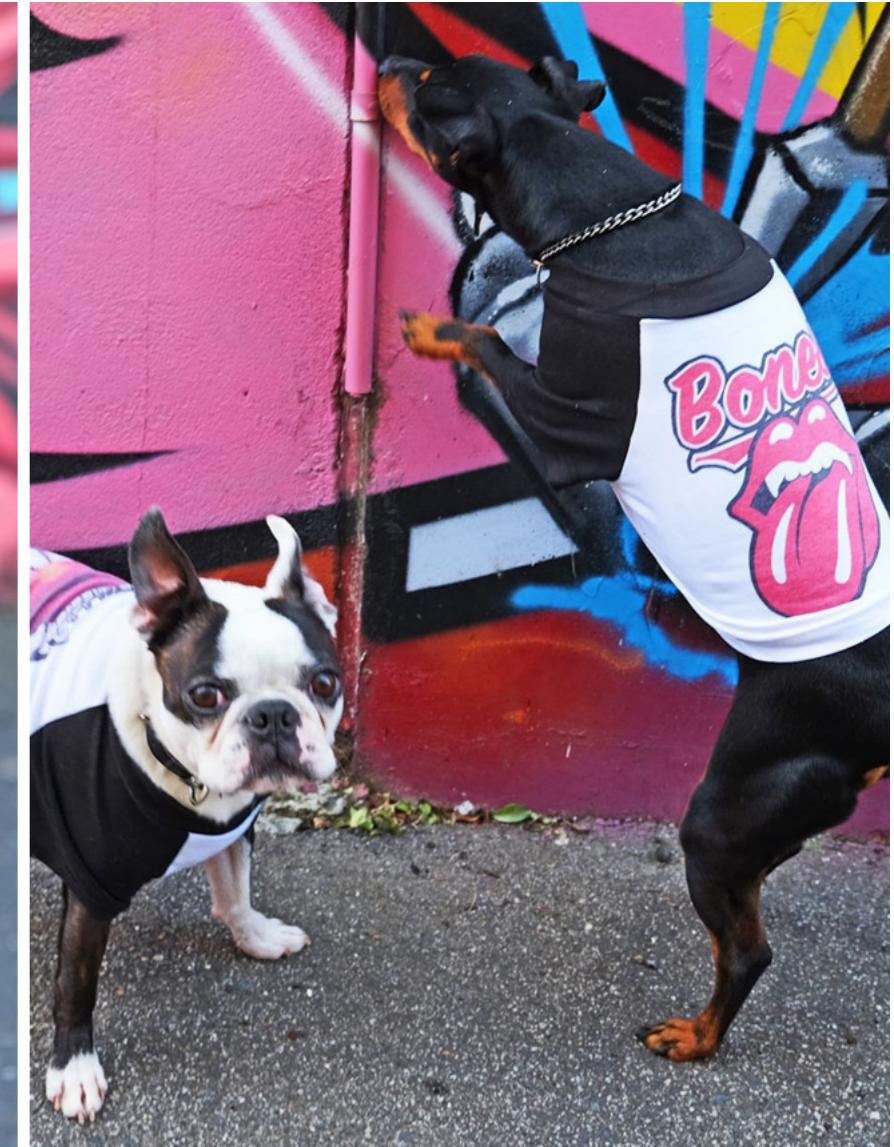
The Foggy Dog

San-Francisco-based brand [The Foggy Dog](#) stands out for its eclectic range of prints, patterns and textiles. Its latest collection of dog beds and accessories is made from [Rifle Paper Co's](#) first range of fabrics, featuring floral illustrations. Climbing-rope dog leads come in an array of jewel tones, while printed bandanas, bow ties and bone toys make up the rest of the product offer.



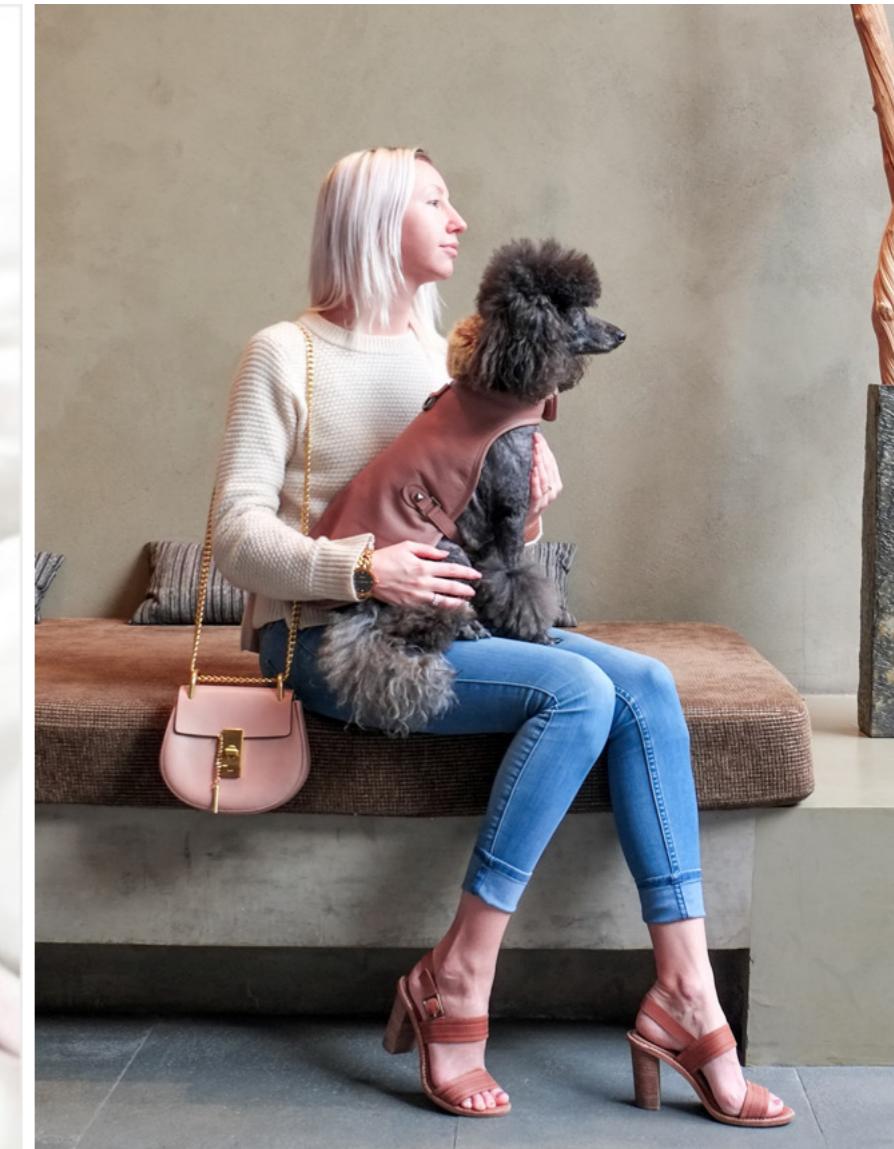
Pethaus

Pethaus is the creator of the original denim battle jacket for pets. The brand was launched by Melbourne-based duo Matt and Mel after making a denim jacket for their dog Willie inspired by their own jackets. Its line of music-themed apparel for pets includes hoodies, T-shirts and bandanas featuring band names such as 'Mutt-allica', and badges and patches for added personalisation.



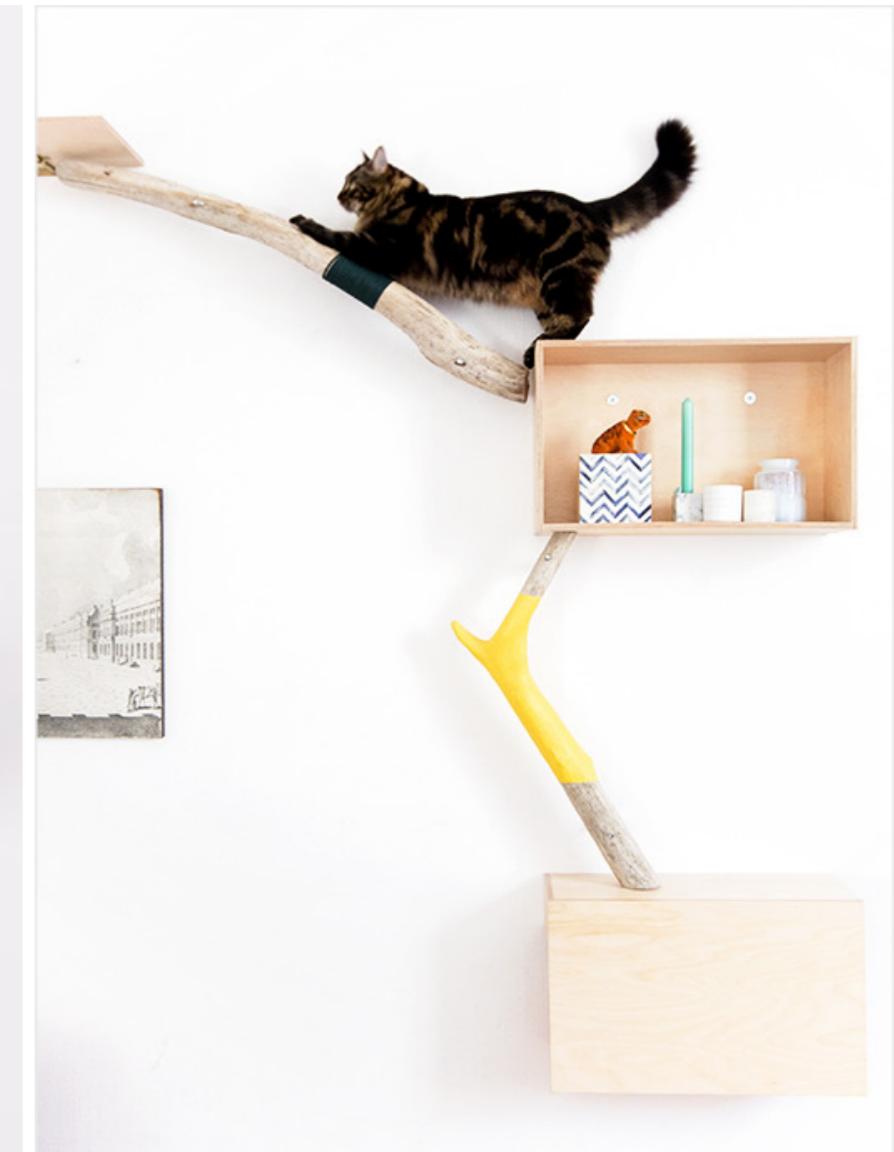
Wolfpack NYC

Upscale label [Wolfpack NYC](#) makes luxury leather dog coats, harnesses and leads for style-conscious pet parents. Launched by New York-based Australian Hayley Whitfield, the collection is inspired by 1950s New York fashion. The brand's signature winter coats are made from European aniline leathers and bespoke Italian hardware, with exaggerated faux-fur trims and velour linings to protect against the weather.



Ful[I] Animaux Urbains

New French brand [Ful\[I\] Animaux Urbains](#) was launched by architects Fannie and Ulysse along with a roster of creative collaborators. The hero product of the collection is a wall-mounted cat tree that can be customised to the owner's space, with wooden box perches interconnected with branches. Other standout pieces include wickerwork dog and cat beds made in Senegal from recycled plastics.



Hello Pets

Polish brand [Hello Pets](#) creates modern furnishings for dogs and cats. Structured and minimalist with a playful edge, products are designed to fit seamlessly into the carefully curated home of the contemporary pet parent. The hero piece is the Legowisko Good Morning, a cylindrical pet bed with high sides and a V-shaped cutout for the pet to enter and exit.



Growlees

London-based brand [Growlees](#) creates dog collar charms with playful, irreverent messages. Launched by Australian-born Caroline Denyer, the collection of tags include catchphrases such as "I don't walk, I Vogue". Growlees recently collaborated with French illustrator Walter Glassof on a collection of T-shirts for humans, bringing the offbeat slogans to life for owners to wear alongside pets.



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