

FEATURE: Dear Santa Paws...

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Dogs are not just for Christmas, but it doesn't follow that Christmas isn't for dogs, or any other pet for that matter. According to high street retailer Argos, 60 per cent of owners buy presents for their pets. It's long been the case that pets have been included in festive present giving, clawing open a welcome treat or a brand new lead on December 25. However, with pets increasingly being treated as members of the family, and often as substitute children, the present-buying bar has been raised. Manufacturers have responded by creating products that are surprisingly similar to the gifts consumers will be buying for the humans in their family.



From toys that test brain power to fragrances and classic novels nothing is too good or too humanised for our pets. Pets at Home even has a wardrobe picked out for the party season including ball gowns, dinner tuxedos and handbags. It may make the annual shopping list longer for consumers, but it means added sales for retailers and a very merry Christmas for pets.

LushPuppi Wag Bag Gift Set



Dog grooming has been getting a bit premium all of a sudden. Out go the industrial-sized general pet shampoos administered with a hose in the garden and in come the stylised, specialist coat treatments from human hairdressing heavy weights such as Tigi and John Paul of super brand Paul Mitchell. This shift has come as pets are welcomed into the homes and bathrooms of the nation, rather than confined to outdoor spaces; humanisation is affecting the grooming sector just like every other it seems. LushPuppi knows this only too well and has created a Wag Bag gift set that contains gentle shampoo, conditioning spritz, paw balm and a spa towel. Not only does it tick the premiumisation box, it has also got green credentials to satisfy the increasing eco shopper population, presenting the goods in a natural, bio-degradable jute bag.