



Contact: Dana Walczuk
Hollywood Poochie
844.47POOCH (844.477.6684)
press@hollywoodpoochie.com

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SHIRLEY OF HOLLYWOOD PREMIERES NEW LINE OF HOLLYWOOD POOCHIE DESIGNER DOGWEAR



Los, Angeles, CA June 2, 2014 – Shirley of Hollywood’s newest customer loves pampering, craves attention—and has four legs and a tail. Known worldwide for its luxurious lingerie, Shirley is introducing Hollywood Poochie, a new line of designer dogwear, to appeal to upscale pet lovers and their canine companions. To play up its star power, Hollywood Poochie features high-end, high-fashion dog apparel and accessories inspired by Hollywood—garments fetchingly called The Dogfather, Mary Puppins, Furever Plaid and My Fair Lady.

Luxury pet goods is a new market for the Los Angeles-based company, but it’s a market that’s close to home. Shirley of Hollywood is a family business, and some of the family comes to work on four legs. “We knew that there were millions like us,” said Dana Schlobohm-Walczuk, Shirley’s Director of Design and Marketing, “people who pamper their pets and want them to look cute and trendy.”

Hollywood Poochie is a different breed of pet apparel, Schlobohm-Walczuk said, one that combines the fashionable and the functional with a Hollywood twist. “Being dog owners ourselves, we noticed that most pet products are either strictly utilitarian or cheaply made. We wanted to give consumers something more stylish and more luxurious—something that would look good, feel good and last a long time.”

Inspiration came from the company’s factory, where more than 600 styles of high-end lingerie are designed and manufactured each year. Using her Chihuahua Silky as a model, Shirley designer Raquel Messler, pet parent to five pampered poochies of her own, re-imagined some of Shirley’s lingerie designs as a unique wardrobe for the furry fashionista. A floral lace corset was recast as a corset harness. Pinstriped menswear became a bow-tied vest harness for the fashion hound. Jeweled necklines turned into bling collars, with stylish leashes to match.



“We use the same fabrics we use for our lingerie—satins, brocades, tapestries and tulle, handpicked for softness, durability and beauty,” Schlobohm-Walczuk said. “Every garment is embellished with the finest laces and trims, then finished with dressmaker details, like ruffles, buttons and bows.”

It wouldn’t be Hollywood without the glamour, so teardrop crystals, pavé rhinestones, seam-to-seam sequins and strands of pearls add razzle-dazzle. Chainmaille and silver skulls add boy bling. According to Schlobohm-Walczuk, it’s these extra touches of luxury that make Hollywood Poochie not just pet apparel, but canine couture.



Hollywood Poochie products are sold separately, but designed to work together, with corset and vest harnesses and bling collars coordinating with a selection of leashes. The full line will be available by mid July, in select pet boutiques and online through the company's e-commerce website, www.hollywoodpoochie.com.

For more information on Hollywood Poochie products and collections, visit us at Booth 8148 at SuperZoo or contact us at press@hollywoodpoochie.com.

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About Shirley of Hollywood

Established in 1948, Shirley of Hollywood is one of the world's leading lingerie brands. Privately-held and family-owned, Shirley designs, manufactures and sells high-end intimate apparel to the retail trade. Shirley's diverse product line features more than 600 styles of luxurious lingerie in nearly 6,000 varieties of size and color, available online and in more than 3,500 retail outlets throughout the U.S. and abroad.

HOLLYWOOD POOCHIE

3240 E 26TH STREET, VERNON, CA 90058 | 1-800-421-9359 | hollywoodpoochie.com | shirleyofhollywood.com

