

PRESS RELEASE  
FOR IMMEDIATE RELEASE

Contact: Pup-Pup Designs/www.collarsandleashes.com  
408-261-3982/ Gerre or Lawrence

Santa Clara, CA;

## **Haute Dog! Pup-pup Designs is Outside the Dog House!**

Your pooch will primp proudly with **Pup-pup Designs** hip, custom, reversible collars and leashes. **Pup- pup Designs** has a unique system of customized reversible dog collars and leads that include reversible pet adornments, art buttons, art letters and hand-strung “Cha-chas”, that run the entire length of the high-quality, buttery-soft leather collar or lead.

Ordering online at [www.collarsandleashes.com](http://www.collarsandleashes.com) gives you a “bundle” to get started adding your own creations, depending on your pooches preference; or yours.

These “Fido Friendly” custom creations are the brain child of the artistic duo Lawrence and Gerry Davis. With a culmination of Gerry’s high-tech sales background and love for creating unique things, and Lawrence’s creative family background (full of interesting twists and turns), an idea was leashed! Born to a set of gifted parents, armed with music and art degrees galore, he lived and traveled throughout the world to reap the benefits. He now has a broad artistic background ranging from filming interviews with world famous musicians- to computer programming.

Soon, the “dream over dinner musings” of Gerry and Lawrence became reality when both admitted to feeling the nudge to move “out of the dog house”. This resulted in following their dream of using their combined creativity to start their own business. With the love of their dogs Gypsy and Buddy, they created a collar prototype that was reversible and funky.

People were stopping them in the street asking where they got these canine creations? That’s when the research began on recreating this totally unique item that is not repurposed from something else.

Than the work of “burying the bone”, the patent that is.

Pup-pup Designs will continue launching new colors and seasonal stylings in the future. This infinite, luxury selection is “Spot On” styling. If your mutt could talk, he would say that “good taste goes beyond the dog food” and if you were naked save for a collar, wouldn’t you want the best?

Media please call for interviews, wholesale minimums and retail pricing.

