

The Leader for Boutique Fashion, Products & Trends



Spring Trade Show 2009  
Los Angeles, March 7-8

[Pet Style Home](#)

[Pet Style News](#)

[Pet Style Products](#)

[Pet Style Calendar](#)

[Pet Style Contact Us](#)



**Sign up for  
our monthly  
e-newsletter**

Your Email:

**SEND**



*Subscribe  
Today!*

**Pet Product  
News International**

[CLICK HERE ▶](#)

**Poll**

[Previous Poll Results...](#)

### Boutique Opens with Style

New store plays host to America's Top Dog Model casting call.

Doggy Chic, a new dog boutique in Boca Raton, Fla., is hosting a grand opening on Jan. 31 and posing pooches are invited. The America's Top Dog Model contest, which is in its fifth year, kicks off at the event with its first casting call for the 2009 contest.

Located at the Royal Palm Plaza, an upscale residential and commercial development, Doggy Chic carries a selection of dog beds, clothing, accessories, toys and food from names like Chromebones, Cloak & Dawggie and Royal Canin. The 500-square-foot store also offers cage-free grooming and has a licensed veterinary technician on staff.

"Basically it's a one-stop place for everything you need for your dog, everything fabulous," owner Judith Lazzara said.

Lazzara, a former elementary school teacher, said she designed the shop with her four dogs—a Maltese, Shih Tzu, Maltese-Shih Tzu mix, and Lhasa Apsa—in mind.

"I wanted a place where a dog could be taken to be groomed and get one-on-one attention without the use of cages, and I wanted a place with anything from toys that they could play with that day to practical dog food to pretty party dresses," she said.

"It's a dream come true where I can have a place of business where I bring my dogs to work and I can spoil everyone else's pets," she added.

Doggy Chic's grand opening will feature a guest appearance by Jo Jo Harder, creator of America's Top Dog Model Contest and author of Diva Dogs, a dog fashion show, cocktails, music and a silent auction to benefit the Wildlife Care Center of Fort Lauderdale, Fla.

Two finalists and one runner-up will be chosen during the casting call. The two finalists will be considered at the final contest, and could be named America's Top Dog Model. Other casting calls are currently being planned. Those who are not able to attend a live casting call can enter the national contest online at [www.americastopdogmodel.com](http://www.americastopdogmodel.com).

The theme for this year's contest is "Go Gorgeously Green." Contestants are requested to submit photographs that best illustrate what they are doing to reduce their carbon footprint. Harder said judges are looking for creativity.

"We want to know what they're doing to create a cleaner and greener environment," she said.

The contest runs until May 22. The winner will be featured on the cover of Pet Style News magazine's August issue. Also up for grabs is the cover of America's Top Dog Model 2011 calendar, a custom Austrian crystal crown, a link collar and collar charms with matching jewelry for the winner's owner from Buddy G's, among other things.

Eleven finalists will be featured in America's Top Dog Model 2011 calendar along with the winner. The finalists will also receive an Austrian crystal collar from Buddy G's.

Harder said she hopes the contest will be picked up for a reality television show.

"That is the ultimate goal, and it's got such a wonderful message this year," she said.

Doggy Chic's grand opening is scheduled for Jan. 31, 5 p.m. to 9 p.m., at 307 Southeast Mizner Blvd., Royal Palm Plaza No. 63, Boca Raton, FL. For more information contact Doggy Chic at (561) 391-6010.

Posted January 9, 2009

### Send Us Your Pet Photos!



[Click here to find out how to get your pet's photo on PetStyleNews.com>>](#)

### Pet Style News Blog



[Click here >>](#)

### Advertise With Us

Contact our sales department at (213) 385-2222 to find out how.



### Advertiser Links

Ads by Google

[Doggie Daycare & Boarding](#)

Pet Day Care & Dog Boarding Deerfield Boca Raton Open 7 Days  
[www.dogstowuniversity.com](http://www.dogstowuniversity.com)

[Coral Springs Pet Kennel](#)

Overnight Pet Boarding