

CHIEN coature™

LUXURY COATS AND ACCESSORIES FOR SMALL DOGS



FOR IMMEDIATE RELEASE: CHIEN COATURE (Backer Booth #4342) INTRODUCES LUXURIOUS WALKING BAGS TO MATCH THEIR STYLISH COATS!

CHICAGO, IL, October 12, 2007 -- Designer Rebecca Bissi turns the fashion world on its tail when her luxury dogwear line Chien Coature debuts *WALKING BAGS* at the upcoming H.H. Backer 41st Annual Pet Industry Christmas Trade Show at the Donald E. Stephens Convention Center in Rosemont, Illinois October 12-14, 2007.

The Walking Bags are offered in the same design themes as the dog coats, featuring CRYSTALIZED™ Swarovski Elements, and are just the right size to carry keys, a cell phone and other dog walk essentials. The Walking Bags can be carried like a purse on an 18" strap, conveniently clipped to the leash, or carried wristlet-style looped on the wrist.

"We're really excited about these new accessories. And in the Spring we are adding hand-painted Italian lambskin coats and accessories," Bissi added. "We are constantly working to converge high fashion with dog-loving practicality – and the feedback we have received says we are totally on target."

Established in 2005, Chien Coature has proven itself to be one of the most prestigious names in the luxury pet industry. Founder Rebecca Bissi, a graduate of the Art Institute of Chicago, has been recognized throughout the fashion industry. Earlier in 2007, Swarovski invited her to participate in the April runway show *Crystal Canine* in Los Angeles. The event was so popular it was repeated two months later in San Francisco under the banner of "Walk On the Wild Side." On the east coast Bissi also continues to impress. Stacy Braverman, President of BITCH NEW YORK, New York's hottest canine couture boutique, recently commented on Bissi's current line "Chien Coature's Apatite coat is the perfect blend of posh and pizzazz! I have come to expect nothing less from her designs." Tying up another successful year, Chien Coature will be featured on the front cover of the October issue of *Pet Style News*, to be distributed at the upcoming Backer Christmas Trade Show. **For more information about Rebecca Bissi and Chien Coature, please visit www.chiencoature.com or call (262) 945-2240.**

WWW.CHIENCOATURE.COM