



## **Clothing Designer Charlotte Tarantola launches Cozy Canine Fashion Sweaters**

*Charlotte Tarantola for Dogs, a limited edition sweater collection, premieres Fall 2010 with fantastic frills and sensational sparkles for dogs with discerning taste.*

Culver City, CA – September 15, 2010 – Now your pretty pooch can be as chic as you, in Charlotte Tarantola dog sweaters, made from the same great prints on fine-gauge knits as her contemporary women's line. This new entry into the privileged pet lifestyle market premieres this Fall in stores and online at [charlottetarantola.com/dogs](http://charlottetarantola.com/dogs). Additionally, some fortunate four-footed friends will be the best-dressed in the shelter when donations go out to animal rescue organizations around the country this autumn.

The inspiration for the canine line came during a visit to the factory where overrun and irregular panels are stored waiting to be destroyed to ensure the integrity of Charlotte Tarantola designs. Instead of letting all these beautiful printed pieces go to waste, Charlotte realized there was plenty of perfect yardage available to wrap dogs in luxurious sweaters worthy of the Charlotte Tarantola label.

In the past, buyers and editors alike were amused by the company's original Thank You gifts of personalized, floral and embellished make-up bags, cleverly crafted from these extra printed panels. Now dog lovers across the nation can reap the rewards of Charlotte Tarantola's passion for puppies and save all this art from going to a landfill.

The Charlotte Tarantola women's collection is known for outstanding design, superior construction and delightful details. "Our mission is to engage, dress and inspire our wearers while staying true to ecological principles with a smartly priced lifestyle brand for today's fashionable and conscientious consumers," explains Designer Charlotte Tarantola. "What will set Charlotte Tarantola for Dogs apart is our focus on the philanthropy and the social and environmental awareness of this unique venture. The project started very close to my heart when I thought about how to make a desirable product out of what would have become 'trash'." All of the sweaters will be limited to assortments of 7 to 200 pieces per print, and dog owners can enjoy sharing pictures of their prized pooches modeling these covetable creations on Charlotte Tarantola's Facebook Fan Page.

Retail prices for Dog Sweaters will be \$38 - \$42 depending on the details crafted into each piece. Luxurious and fabulously wearable, the canine cardigans are constructed with the same high-quality yarns and craftsmanship and the entire line with added dog-approved components and considerations. The animal print unisex turtleneck is already getting rave reviews from the sires! This collection of sweaters will be worn season after season, leaving dog lovers begging for more.

### **About CHARLOTTE TARANTOLA**

Charlotte Tarantola, more than the creative force behind the brand, is a category-defining fashion industry leader. For 20 years running, this stylish avant-garde has quietly attracted the attention of fashion mavens and retailers looking for continued relevance. In the 14 years since the debut of CHARLOTTE TARANTOLA, the brand has come to epitomize "flirty, feminine charm" with signature cardigans, knit tops and tees. And now, CHARLOTTE TARANTOLA has debuted two new lines: CHARLOTTE TARANTOLA for Girls and CHARLOTTE TARANTOLA Dogs. Charlotte's design philosophy remains true to her artistic roots – "each piece begins as a canvas and is an occasion to create art." The CHARLOTTE TARANTOLA brand can be found at fine department and specialty stores nationwide including Anthropologie, Bloomingdale's, Nordstrom, Macy's, and [shop.charlottetarantola.com](http://shop.charlottetarantola.com).

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