

## Entrepreneur's Annual 100 Brilliant Ideas

June 2010



Doggles  
Photo © Natalie Brasington

### Pets

#### Rrrrrreally chic

**Don't laugh at Doggles: Fashion sunglasses for dogs are a \$3 million a year business**

They say no industry is truly recession-proof, but the latest numbers from the American Pet Products Association say something else: A whopping \$45.5 billion was spent on pets in 2009, up--yes, up--5.4 percent from the year before.

About \$3 million of that went to California pet supplies rather chic canine eyewear. In cobbled together the first pair border collie-Lab mix who hard time catching Frisbees at and the rest, as they say, is me to make pairs for their says, "and that's when I a product like this."

DiLullo teamed up with a design the frames, straps and opened for business. Now Doggles come in three main styles--mesh, protective and fashion--all selling for less than \$20 each. And the Diamond Springs company has certainly paid off, though, with sales at the five-human outfit expected to hit \$3 million this year. -J.W.

#### 9 More to Watch

**Pussy and Pooch** Pop into the upscale Los Angeles or Long Beach, Calif., boutiques for the "Pawbar" experience, where dogs belly up for simmered stews and "dog beer."

to Doggles, an endlessly inventive business, mostly famous for some 1996, founder Veronica DiLullo of Doggles for Midnight, her was so sensitive to light he had a the park. She posted online a photo history. "People started to contact dogs for all sorts of reasons," she realized there was a glaring need for

veterinary ophthalmologist to shatterproof and anti-fog lenses, and