

## Los Angeles Pet Boutique Caters to Urban Lifestyle

By Marissa Heflin

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A new 3,200-square-foot pet boutique catering to the urban loft, condo and apartment lifestyle of indoor pet living has opened in downtown Los Angeles.

Pussy & Pooch is the brainchild of husband and wife entrepreneurial team Rob Gaudio and Janene Zakrajsek who wanted to create an upscale retail store that doubled as an interactive social setting for pets and their owners.

"We saw a need to build something where pet owners of the urban lifestyle could come to one place and get what they need," Zakrajsek said.

Pet owners living in nearby condos and apartments have found the store's location—564 South Main Street—very convenient because it has so much to offer, she added.

Pussy & Pooch fuses traditional boutique amenities with modern luxury services, such as its Pawbar that serves freshly prepared pet meals at a food counter, and its Bathroom where pet owners can bathe their own dog or cat.

Merchandise includes pet apparel, accessories, furniture, carriers, toys and gifts, grooming and spa products, and organic, raw, dehydrated and traditional pet food diets. Retail partners include The Honest Kitchen, Nature's Variety, Primal, PuchiBag, Pink Polka Dog, Ruff Ruff & Meow, Petbitat and the French dog brand Kappachan.

Pussy & Pooch is also a dealer of PetAPotty, a patch of natural or synthetic grass that can be placed indoors or outdoors so pets can do their potty business. Dogs can find several within the store ready for use.

Pet owners can relax with their dogs at the adjacent Pet Café & Patio where free wireless Internet access is available.

Gaudio and Zakrajsek are also working on a pet art gallery within the boutique. They are planning to participate in downtown's monthly art walks, which take place on the second Thursday of every month.

"Pussy & Pooch is not just a store," Gaudio said. "It's building a brand as well as a community."



**Rob Gaudio and Janene Zakrajsek are proud of the Pawbar at Pussy & Pooch.**