

IN-STORE

## Turnbull & Asser shows pet appreciation through bespoke portraits

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*Turnbull & Asser pocket squares*

By STAFF REPORTS

British menswear label Turnbull and Asser is using its bespoke capabilities to immortalize man's best friend.

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In time for the holiday season, the house will create a pocket square to order with the image of the owner's dog placed onto the fabric. Going beyond initials when personalizing merchandise can help create even more of an impression on consumers.

To the dogs

Turnbull & Asser was inspired by a vintage advertisement its own brand put out in 1931, which touted the ability to put a consumer's dog on a pocket square.

This year, the service is being revived in-store, with consumers able to pick from the styles Doggy Warhol, Renaissance Dog and Polka Dog. After a consumer places and pays for their order, they just need to provide a picture of their furry friend for the brand to complete the design.



*Vintage advertisement*

Making the service additionally appealing to dog lovers, Turnbull & Asser will donate 10 percent of the proceeds from the pocket squares to the charity Dog's Trust. This canine welfare organization runs rehoming centers to prevent unnecessary euthanization, as well as providing education outreach and preventive veterinary care to dogs who might not otherwise receive medical attention, such as the pets of homeless.

Consumers' pets are one way to their hearts.

During National Dog Day Aug. 26, the luxury industry put canine companions on display to make a personal connection with consumers.

From calls for user-generated content featuring consumers' pooches to dedicated content and product selections, brands found ways to insert themselves in the social conversation surrounding the holiday. While not overtly branded, this type of social effort helps to show off a marketer's personality beyond the product ([see story](#)).

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