

COMMERCE

## Savoir gives back with design for man's best friend

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*Image courtesy of RAFT*

By STAFF REPORTS

British bedmaker Savoir is ensuring that its customers' pooches also get a restful night's sleep with a new dog bed design.

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Mixing Savoir's classic dog bed shape with a new wool tartan textile, the bed is made using the same techniques as the brand's human beds. Many pet owners like to ensure the best for their pets, but Savoir's bed has an added incentive to buy with a charity component.

Sweet dreams

For this dog bed, Savoir used a 100 percent wool tartan crafted by the Grassmarket Community Project. This organization teaches skills to the homeless, and those in the tartan textiles group are taught how to make handcrafted items by a tailor.

The \$1,400 dog bed will be sold at Savoir's Wigmore Street and Harrods showrooms. Twenty percent of proceeds will be split between Grassmarket Community project and Restoration of Appearance and Function Trust, a nonprofit that conducts medical research to help those recovering from trauma regain their independence.



*Savoir's office dog Spooky modeling the bed*

Consumers often want to do anything for their pets, leading to a number of dog-specific products.

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

In time for the holiday season, the house would 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 ([see story](#)).

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