

TRAVEL AND HOSPITALITY

Rosewood touts dog-friendly amenities ahead of National Dog Day

August 23, 2017



Golden retriever Pearl is Rosewood London's resident dog. Image credit: Rosewood, photo by James Bedford

By STAFF REPORTS

Rosewood Hotels & Resorts is making sure that even lap dogs are immersed in the lap of luxury while staying at any of its properties.

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Ahead of National Dog Day on Aug. 26, Rosewood is promoting the many ways it caters to its four-legged guests. From high-end pet clothing to doggie spas, consumers treat their furry friends to the best available products and experiences, making dog-ready hotel amenities consistent with guest behavior.

Doggos welcome

At the Rosewood London, dog guests are treated to a package of amenities through the hotel's partnership with British apparel brand Barbour.

Since July, the pet-friendly property has offered Barbour-branded dog beds, collar and leashes. The package also includes an hourlong doggie spa treatment by celebrity dog groomer Jamie Griffen.

Dog guests are invited to enjoy all-natural dog meals by Lilly's Kitchen. The package also includes a London city guide featuring the best pooch-friendly destinations, written by the Rosewood's resident golden retriever, Pearl.

At Rosewood Sand Hill in Menlo Park, CA, the property serves a dog-approved menu.

Dishes are all named after the hotel chef's own pets and are made from natural, whole ingredients such as wild king salmon, local carrots and rice. Each bowl ordered donates \$1 to the Peninsula Humane Society and SPCA.



Many of Rosewood's properties welcome dogs with treats and open arms. Image credit: Rosewood

The Rosewood CordeValle in San Martin, CA offers amenities such as bedding and custom food, water and dog treats. The property, one of the few that allows pets, also offers dog walking and sitting services, upon request.

Given the importance of consumers' pets, dogs are especially prominent in marketing campaigns and charitable causes.

For example, U.S. apparel label Marc Jacobs used fashion to make a difference for the 2015 holiday season through a partnership with The Sato Project.

The brand created a specially designed t-shirt to benefit the organization, which works to rescue abused and abandoned dogs from Puerto Rico. To promote the charity campaign, Marc Jacobs turned to its namesake designer's pet bull terrier Neville, himself a celebrity ([see story](#)).

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