

RETAIL

Neiman Marcus pairs designs with dogs in look book

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Neiman Marcus look book photo featuring Dior. Image courtesy of Neiman Marcus

By STAFF REPORTS

Department store chain Neiman Marcus's fall shoe and handbag campaign costars the latest fashions and a group of furry friends.

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For its seasonal catalog, the retailer teamed up with photographer Elias Weiss Friedman, whose Instagram handle @TheDogist celebrates man's best friend. This lighthearted approach to catalog imagery incorporates high fashion into Mr. Friedman's style of canine shots.

Puppies, purses and pumps

Mr. Friedman's collection of canine photos has amassed a 2.7 million-strong following on Instagram. He is also the author of a New York Times bestselling book titled "The Dogist."

For Neiman Marcus, the photographer captured pooches alongside models wearing designs from labels including Chlo, Stuart Weitzman, Edie Parker and Manolo Blahnik. However, the dogs are the true stars of the shoot, as the human models' faces are left out of frame.

The look book, shot on the streets of Manhattan, features a variety of breeds paired with trends such as embroidered booties, mules and furry sandals.



Look book image featuring Fendi by The Dogist for Neiman Marcus. Image courtesy of Neiman Marcus

"To have Elias' eye behind the camera highlighting our incredible assortment of merchandise alongside those precious puppies made for such charming, lighthearted images," said Yujin Heo, vice president, creative at Neiman Marcus Group, in a statement. "My creative team had such a joyful experience partnering with him to shoot our fall shoe and handbag campaign."

While Neiman Marcus' campaign focuses on spotlighting dogs alongside fashion, others have created designs specifically for canine companions.

For example, online retailer Moda Operandi let every dog have its day.

Moda Operandi has partnered with Italian footwear label Del Toro for a series of dog accessories, such as collars and leashes, and items for fashion-forward owners, including tote bags, catch-all trays and shoes. The love consumers have for their pets knows no bounds, and many high-end brands have taken this into consideration, offering dog-centric products to appeal to clients' sentiment ([see story](#)).

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