

APPAREL AND ACCESSORIES

Moncler scales down puffers, knitwear for furry friends

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Moncler x Poldo Dog Couture's Mondog collection. Image credit: Moncler

By STAFF REPORTS

French-Italian apparel brand Moncler is making sure even man's best friend is dressed appropriately for the winter months.

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Moncler has teamed with Poldo Dog Couture on a collection of made in Italy jackets and sweaters for canine companions. Dog-dedicated dressing is quite popular due to the cuteness factor as well as affluent consumers wishing to include their favorite brands in all aspects of their daily lives.

Doggos in Moncler

Inspired by the founder's own pup, Poldo, the dog couture brand designs ultra-chic and comfortable pieces for man's best friend such as parkas, windbreakers and leather collars.

Poldo Dog Couture's offerings include a wide range of clothing and accessories for dogs of all sizes. All Poldo Dog Couture apparel and accessories are of high-quality materials and crafted in Italy, with special attention to comfort.

Moncler, similarly, designs Made in Italy outerwear for humans following the same parameters.

The Moncler x Poldo Dog Couture "Mondog" collaboration includes \$450 dog-sized nylon puffer jackets with brass snaps in five colors: red, orange, navy, green and black.

Mondog also includes a red, white and blue knit Tricot dog sweater for \$370.

Copy encourages consumers to dress their dog in Mondog for "traversing the city or playing in the snow with four-legged friends."



Furry friends pose in Moncler x Poldo Dog Couture puffers. Image credit: Moncler

Imagery created to promote the Mondog collection sees French bulldogs, poodles and terriers dressed in nylon puffers. The dogs sit on top of numbered boxes, similar to what is seen during a dog show.

Furry friends are often included in marketing campaigns since pets are such an important part of many consumers' lives.

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

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 ([see story](#)).

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