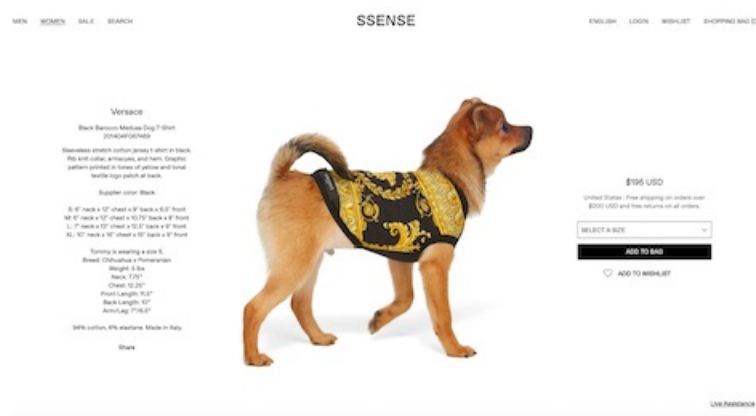


APPAREL AND ACCESSORIES

Ssense enters luxury dogwear market with eye on millennials

December 6, 2019



Versace Black Barocco Medusa Dog T-Shirt on Ssense.com, \$195. Image credit: Ssense

By STAFF REPORTS

In time for the holidays, Canadian fashion retailer Ssense has expanded into petwear with a slew of luxury brands, emerging designers and streetwear labels offering apparel and accessories for dogs.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

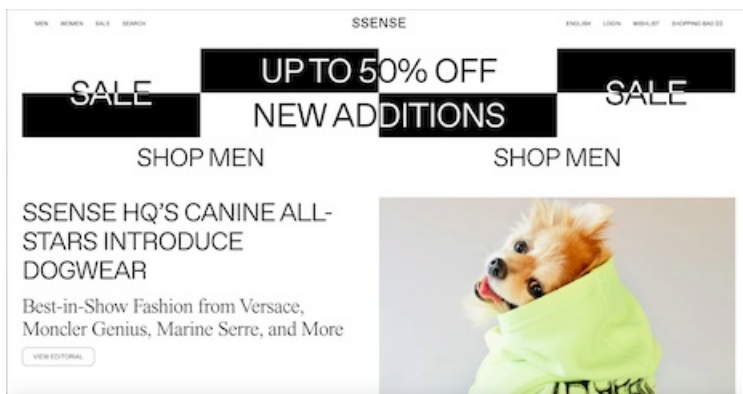
Targeting a largely millennial audience, the Montreal-based company commissioned brands to develop dogwear exclusive to its ecommerce platform. Collaborations include 032c, Ashley Williams, Burberry, Heron Preston, Marine Serre, Moncler Genius, Paul Smith, Stutterheim, Versace and VIP.

"Increasingly, millennials are spending more on their pets, especially dogs," said Brigitte Chartrand, senior director of womenswear buying at Ssense, in a statement. "There is a growing interest to reflect their individual style and their dog's personality through clothing.

"With almost 80 percent of the Ssense audience falling between the ages of 18 and 34 years old, we saw an immediate surge in engagement whenever we posted #SSENSEInterns on our Instagram account," she said.

"Furthermore, almost 70 percent of Ssense employees are millennials, so we saw firsthand the growing focus that is placed on pets in our dog-friendly office.

"For many of the brands we partnered with, this was the first time they considered producing dog apparel and accessories, making it a fun project to collaborate on."



The launch of the dogwear products occupied pride of place on the Ssense.com homepage. Image credit: Ssense

Paws for thought

The debut **Ssense** dogwear collection comprises harnesses, leashes, collars, sweaters and collar charms. Prices range from \$60 to \$1,395.

Products from 1017 ALYX 9SM, MISBHV, Martine Ali, Maisie Wilen and Thom Browne will launch in the spring.

Ssense selected dog models featuring in its #SSENSEInterns Instagram push to launch the dogwear collections.



Dogs from Ssense headquarters in Montreal modeled the latest line of dogwear. Image credit: Ssense

Founded in 2003, Ssense's online reach extends to 150 countries and 76 million monthly page views. The company uses a mix of content, commerce and culture to keep its audience engaged.

In October Ssense release its first mobile application.

Built by an in-house team, Ssense's app was developed based on shopping behavior insights from its Web site and consumer input. With most of its audience millenials and late Gen-Zers, the retailer wants to help its digitally native clientele shop more easily on smaller screens ([see story](#)).

Instagram has turned out to be a great tool for Ssense as social media's role in research and discovery is increasingly informing marketers' product decisions.

In Ssense's case, the company cited repeated positive reactions to its #SSENSEInterns series on Instagram featuring employees' dogs modeling the latest fashions. Add to that a growing trend worldwide to dress up pets to reflect the

owner's personality.

SPENDING ON the pet products market worldwide crossed \$110 billion, according to market researcher Euromonitor. However, a bulk of that goes toward food and the rest split between accessories, insurance and now, increasingly, petwear.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.