

ISLE OF DOGS CREATIVE PET STYLING SHOWCASE

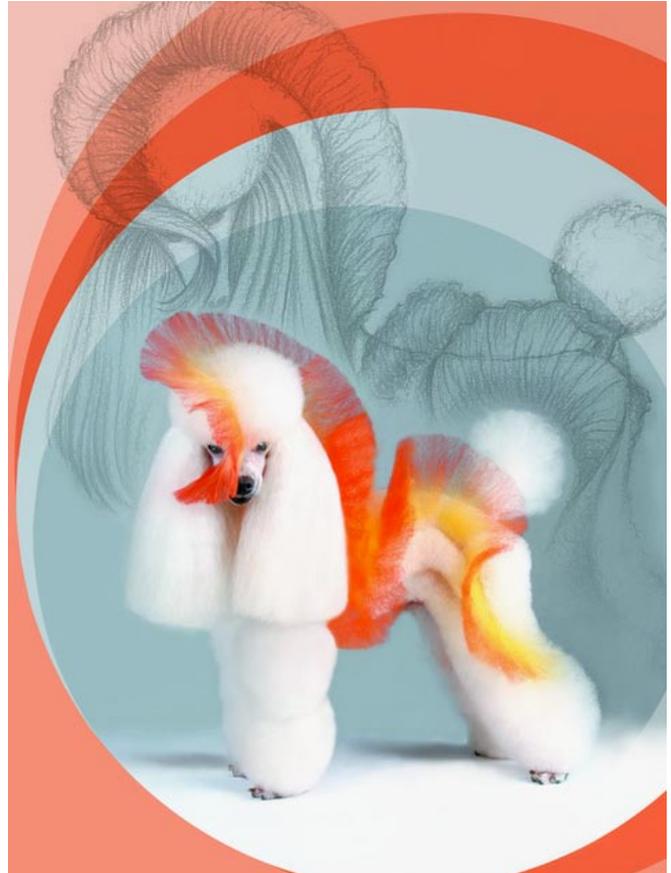
In August 2007, the most revolutionary showcase of creativity will hit New York City. Pet Fashion Week NY, the world's highest-end pet lifestyle tradeshow, which already offers a number of events including luxury pet product runway shows and a number of design competitions, will add a new event to its 2007 schedule.

The highly anticipated addition, The Isle of Dogs Creative Pet Styling Showcase, will pair world renowned pet stylist, Sathit Suratphiphit of Starwood Arts of Dog Grooming School in Thailand with The Powder Group, a collection of famed human stylists in an attempt to create visually stimulating, unexpected, live art exhibits. A legendary poodle breeder, Sathit has been recognized as having the largest number of champions in Asia. Sathit and his highly skilled team have also won numerous grooming competitions all over the world.

Since the birth of the industry, the pet styling world has derived elements from the human styling world and altered them to address specific needs. Now, with extensive pet styling platforms and impressive competitions established, the two worlds will converge for the first time in history. Pet stylists and human stylists will work hand in hand with the objective to inspire, educate and learn.

The 2007-2008 fashion trend visions will be the inspiration for the carefully selected stylists to create coordinating dog and human live art pieces. The best in their fields, the artists will have the opportunity to explore the unknown and reveal to the audience the magnitude of their talents and skill.

The first event of its kind, this avant-garde showcase is certain to grab the attention of pet enthusiasts, fashionistas, and art lovers everywhere! All attending should prepare themselves to see both dog and human transformed into everything from different creatures to inanimate objects in nature. Definitely one to put on your calendar, this event will be unlike anything you have ever seen before!



Starwood Grooming Center, Thailand - www.starwoodcenter.com