



The first shoe line inspired by dogs



The challenge

One of the most common problems among untrained dogs is restraining their uncontrolled urge - eating their owners and other house resident's shoes. There are two solutions to overcome this issue: hide the shoes from the dog in sealed and shuttered area or simply train the "rebellious" dog.

Particularly for this reason, "PhsycoDog" established dogs training and behavior treatment school.

The idea

For the commercial move we designed a unique shoe fashion line. Unlike any other existing shoe line that was designed by people, this shoe line was inspired only by dogs. This unique shoe line that is intended for pet stores, vets and special associations for dogs adoption distribution was launched at the international dogs exhibition sponsored by the FCI, dogs world association, judged by an international judges panel and was covered by photographers, journalists and public opinion leaders.

The outcome

The exhibition presented More than 120 different dog races from Israel and abroad. Even though International rewards were given just to the winner's dogs, thousands of visitors and participants were of one mind, there was one "reward" that was shared among all races, the "fashion reward" for the first time ever a shoe line inspired by dogs.

