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FASHIONABLE FELINES ARE MAKING THEIR DEBUT

Fancy Fashion And Collars Are Not Just
For the Dogs Anymore

(Chicago, IL) With the growing number of pet boutique stores entering the pet business everyday, most classify under the dog-eat-world of retail competition. Dogs seem to rule the pet fashion industry, but not for this pet boutique. The Sophisticated Cat (www.thesophisticatedcat.com) is a specialty online boutique that specifically caters to fashionable felines and their owners. With now 90 million cats living in over 38 million American households (APPMA National Pet Owners Survey), it's the purrfect time for the fashionable feline to make their debut. There has been a trend of cat owners beginning to want to spoil their furry companions with more high-end items. Items such as cat collars, toys, beds, carriers, and even litter boxes have been brought more upscale. It is the goal of TheSophisticatedCat.Com to provide high-end and trendy products that range in price. On the website, you can find reasonably priced items for the cat owners on a budget and high end items for the cat owners that spare no expense to please their furry companions. Laura Monnier, one of the owners of this site, stated "Cats rule in many households, including mine. One of the main goals of our website is to provide carefully chosen boutique products that you will not find in the mass retailer stores. We want our products to be unique, yet functional for our customers."

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