

“We started with dog blankets for the winter,” said Gregory. “We merchandized them right next to the horse blankets, and they went like hotcakes.”

The store began offering personalized dog collars some months back and also offers custom dog harnesses. “We make quite a few here in the area,” Vandell said.

The all-leather collars with silver conchos are also sold on the store’s Web site.

Everything Horses, an equine shop located in western Pennsylvania’s horse country, also started small.

The retailer has also picked up dog treats, collars and leashes with a horse motif and will be adding bowls and other pet gift items to its Christmas lineup.

Owner Sharon Gregory stocked the Horseopoly game in her gift section and then added the Dogopoly series, as well.

“Dogs definitely cross over to horse people,” Gregory said. “We even have our golden retriever in the store most days. He loves to greet the customers as they come into the store. It gives a mood to the store.”

Dog blankets have proven a successful crossover product for Perci Warren, owner of Cabin Branch Tack Shop in Southern Shores, N.C. He’s also found success with dog treats.

The store created a special pet section rather than interspersing dog and cat items in amongst the equine products.

Gregory and Catherine Smith own The Leathersmiths in Ottawa, Ontario, which sells supplies to crafters, as well as custom-made finished goods.

Catherine’s line of Canine Couture includes leather and sheepskin dog coats, as well as coats made from recycled fur, including mink and beaver. The products have been featured in local newspapers and on national television in Canada.

“I have never had a dog until three years ago, when Catherine’s son gave us Bailey,” Gregory said. “Catherine raised my awareness to the fact that Canadian winters can be a cold place to raise a dog, especially one whose belly is close to the snow.”

Blankets for dogs, such as this one from Glover Equine Products, are an easy add-on for customers purchasing horse blankets.



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