

Businesswoman barking up the right tree with dog luxuries

Laura launches her pet pooch project

FORMER Hardenhuish School pupil Laura Bailey hopes dog owners will go barking mad for her new range of luxury pet wear.

Miss Bailey, 22, of Dyers Close, Chippenham, is launching Petite Pooch, at the Bowood Dog Show on Monday, where a percentage of the money she makes will be donated to Macmillan Cancer Support. "The Bowood Dog Show is my first real event," said Miss Bailey. "We will have a stand selling products, which include tweed coats, waxed cotton waterproofs, jumpers, cute floral summer dresses, neckerchiefs and also a small range of bedding and toys.

"We are focused on smaller breeds but do cater for larger dogs and get a lot of interest in one-off commissioned pieces."

— She recently completed a Fashion and Textiles BA at Salisbury College and now runs her business from the home she shares with finance Chris and their dog Charlie, a pomeranian chihuahua cross.

She said: "I currently run the label out of our spare bedroom.

"It's a bit chaotic with two industrial sewing machines, patterns everywhere and shelves and shelves of fabrics, but you have to start somewhere.

"It is quite adequate for now as I am very organised and good at keeping everything running smoothly."

At university, Miss

By Katie Bond

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Bailey worked for Henry Holland at London Fashion Week and was chosen to show her graduate collection at Graduate Fashion Week in London last year.

Since finishing the course she has worked for red carpet and bridal wear designer Jenny Packham but decided she wanted to look closer to home for a business idea.

She added: "Most of the fashion jobs are in London but I was in no position to move there when I finished university. My inspiration is very much based on the West Country."

For more information and to order products visit www.petitepooch.co.uk

Organisers of the dog show are hoping to top the £45,000 raised last year for Macmillan Cancer Support, Springboard, Headway Bath, Wiltshire Blind Association, the Wiltshire Bobby Van and other small local charities.

Show president Lady Lansdowne said: "I was thrilled when last year's event raised £45,000 and I hope we will be able to do as well this year.

"None of that would happen without Wavin, our main sponsor."

The show takes place at Bowood House is on from 10am until 5pm.

For more details visit www.bowood.org/dogshow.



West is best for Laura Bailey now she has launched her range of fashions for dogs