

ARK & TENT

Uniting people & animals...through travel

info@arkandtent.com[Home](#)[Articles Index](#)[Travel Articles](#)[World Beat](#)[Helping Hands](#)[Pet Projects](#)[Field Notes](#)[Trips & Tours](#)[Reader's Corner](#)[Newsletter](#)[About Us](#)

FASHION GOES TO THE DOGS

An Up-close Look at SimplyShe: America's Leading Pet Clothing Supplier

By Katey Pfeil

As the saying goes, "Out of our biggest challenges come our greatest rewards." And in the case of a 42-year-old San Francisco woman named Maria Peevey (currently thriving on the whirlwind success brought on by a difficult life change), nothing could be closer to the truth.

After an abrupt breakup with her long-term boyfriend, a devastated Peevey capitalized on her unforeseen heartbreak by turning her crumpled relationship into a positive impetus for change. Wounded but filled with resolve, Peevey started a business in 2000 that would make her one of the most well-known names in the world of pet merchandising, not to mention a multi-millionaire. Not bad considering she got her business blueprint ready to go in a 48-hour time period thanks to an online business plan site.



Peevey (who had worked as a political fundraiser, buyer, and in PR and marketing) christened her "lovechild" business SimplyShe Inc., and started by selling products such as apparel, books and stationary geared toward a female clientele. These products soon found their way into over 800 upscale boutiques in the U.S. as well as stores in 23 other countries. A few years later, Peevey realized the gap in the market for trendy pet clothing and products.

In 2004, SimplyShe Inc. took a chance and launched its pet fashion business, offering consumers high-end retail pet fashions at customer-friendly prices. Soon after, SimplyShe became America's number one market leader in pet retail.

SimplyShe sells its pet products under twelve different brands, including: SimplyDog™, Lulu Pink™, Max-A-Million™, Wag & Bone™, Wag-A-Tude™, Smoochie Pooch™ and Pup Crew.™ Each brand offers a different style or statement if you will. While SimplyDog™ features canine clothing with a sporty vibe (think raincoats, rock-n-roll inspired graphic tees, and quirky statement sweaters with

funny phrases like “Home Wrecker”), Lulu Pink™ has plenty of chic girlie clothing for the daintiest pooches in the bunch- we’re talking everything from party and sun dresses, to a beauty care line. In a similar manner, Max-A-Million™ offers fashions for “boy dogs who want to rock the hottest looks,” according to the company website. Besides clothing, SimplyShe carries collars, leashes, harnesses, toys, carriers, beds, bowls and various accessories.

And there’s a good market for all these pooch-inspired products. According to BusinessWeek, Americans spend over \$40 billion on their dogs per year (that’s more than we spend on going to the movies). Visit any coastal boardwalk, dog park, or Starbucks patio and there’s a good chance you’ll see man’s best friend - usually smaller breeds - wearing hip doggie attire. It’s likely these conscious pet owners purchased SimplyShe gear, which is sold in large retail stores such as Walmart, Petco, Safeway and Kmart. (Although SimplyShe carries items for all sizes and breeds, their top selling size is XXS.)



SimplyShe sells an impressive 8 million clothing items per year, which (along with their other products) are manufactured in China. Worldwide sales help the company gross an approximate \$30 million per year. In fact, Peevey related the moment she realized she had finally “made it” to Entrepreneur magazine in 2008 as being the moment Walmart agreed to allot SimplyShe 16 feet of aisle space in their stores in 2007.

According to Stacey Twogood (account manager and PR lady), the creative team is comprised of 10 artistic designers, including Peevey herself, who brainstorm and design ideas that are inspired by current human fashion trends. Twogood goes on to tell me that the vibe in the San Francisco office is “fun, energetic and young.” When asked to explain the “trend” in doggy clothing, Twogood says, “Skulls never go out of style for boys and pink is always in fashion for girls. Now that fall is practically here, sweaters, jackets and fleece are really popular. It’s all about fashion-meets-function.”



With the changing of seasons comes a transformation in our human attire: it’s out with the capris, and in with the coats for many of us. So with Halloween right around the corner, plenty of pet owners are looking for festive threads in which to dress their canine companion. Halloween is a huge selling opportunity for the company, and although SimplyShe does not sell “costumes” per se, they do carry “outfits,” which Twogood assures me are, “More practical since they can be worn for an entire season, rather than just one night. Instead of a

pumpkin outfit, you are more likely to find a knit pumpkin sweater. We also use glow-in-the-dark ink on many of our items, which is very popular. We even have a skull Mohawk wig and skull do-rag for dogs this year.”

When it’s all said and done, Maria Peevey “simply” turned her personal heartbreak into a professional breakthrough. And as a result, our pampered pets will never look

the same.

FAST FACTS

SimplyShe, Inc.

149 New Montgomery St., 4th floor

San Francisco, CA 94105

(415) 904-9914

www.simplyshe.com

Photos courtesy of SimplyShe

Posted October/November 2010

[October Articles Index](#)

[Articles Archive](#)

A decorative horizontal bar composed of two segments: a shorter, darker blue segment on the left and a longer, medium blue segment on the right.

[Site Map](#)