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Bessie + Bernie Affording Dog Owners Decorating Versatility while Pampering Pups
Luxury Line of Dog Beds Incorporates Mix-and-Match Interchangeable Cover Technology



New York, NY – April 2014 – Long gone are the days when the family pet spent the night in a doghouse. Today's canines are more pampered than ever with their posh dog beds occupying a sacred place in the home. With a luxury **Bagel Bed** from Bessie + Bernie, that sacred spot can transfer anywhere in the house and perfectly blend in with even the most opulent décor. That's because Bessie + Bernie's patent-pending dog bed covers have interchangeable tops and bottoms to create endless looks in mere instants.

Citing American Pet Products Association statistics, Time magazine reported in 2012 that "the average dog owner spends \$1,542 annually" caring for and pampering his or her pooch. With more affluent doggie moms and dads, that figure can soar much higher. In fact, one American Express report revealed that almost half of American pet owners intended to spoil their dogs in the upcoming year. In particular, they planned to "spend the big bucks" on items like "fancy collars and sumptuous bedding."

Bessie + Bernie caters to sophisticated dog owners for whom only the best will do. A reported favorite of celebrities including Cesar Milan, Sandra Bullock and Oprah, the company's signature product, the **Bagel Bed (MSRP \$139 - \$239)** is a patent-pending design that allows pet parents to easily change the look of their pooch's bed in a snap. Key features include:

- Artisan-quality craftsmanship
- Uniquely designed interchangeable top and bottom
- Water-resistant, removable and washable inner cushion
- Drawstrings to easily increase or decrease the depth of the bed
- Matching plush and cuddly blankets (MSRP \$40 - \$130)



The newest addition to the Bessie and Bernie brand is the **Swarovski Couture** collection of harnesses, collars and leashes that are each decorated with authentic Swarovski crystal that are guaranteed for life. In addition to the radiant bling, the items in this collection are designed on soft, breathable and washable ultra-suede material and available in a variety of sophisticated colors and patterns.

Styles include:

- Pandora Soft Step In Harness (MSRP \$90)
- Il Milano, Black Diamond and Le Paris Couture Harnesses (MSRP \$59 to \$79)
- Capri Swarovski crystal collar customizable in 6 colors (MSRP \$49.99 to \$52.99)
- Crystal Swan Harness decorated in over 1000 individual Swarovski crystals (MSRP \$329)



Bessie + Bernie luxury dog bedding, harnesses, collars and leashes can be found in specialty boutique stores across the United States and throughout Europe. Online purchases can be made at www.BessieandBernie.com

About Bessie + Bernie

Bessie + Bernie is the luxury destination for the world's most discerning dogs and their owners. Embraced by celebrities, Bessie + Bernie represents the best of Made in the USA with an inimitable combination of opulence, high artisanry and contemporary glamour. Every Bessie + Bernie piece is designed with unparalleled quality, custom made to traditional craftsmanship standards and stitched by skilled artisans. Bessie + Bernie is committed to its role in the global community and has adapted eco- friendly products into its line in an effort to help save the planet. As a Service Disabled Veteran owned company, Bessie + Bernie supports many charities including the Wounded Warrior Project and Saveavet.org, a military and law enforcement working dog rescue and support charity.