

Year Of The Dog Is No Joke

-As Far As Pet Stores Are Concerned-



Finely dressed pet dogs enjoy a drive in Shinjuku, catching the eyes of passersby.

According to the cyclical Oriental Zodiac calendar, the Year of the Dog has arrived once again. Thus, dog-related businesses are preparing for a prosperous year.

In the fashionable Harajuku district of Tokyo, a boutique for animals is enjoying extremely good sales, offering anything from 2,400-yen T-shirts for dogs to order-made clothes worth as much as 40,000 to 50,000 yen.

In addition, beauty parlors for dogs are happy to report that they were busier by 20 to 30 percent than normal during the New Year vacation. Their services included ear cleaning, hair cuts, and shampoos, in addition to various wigs that a growing number of pet dogs need to conceal skin problems which are a result of "mental" depression due to indoor life. Prices for these services range from 20,000

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Two dogs appear satisfied with their expensive clothing.

operator says many celebrities are interested in buying plots for their pet dogs.

Experts said approximately 100 dog species, either foreign or domestic, now exist in Japan.

However, they also said that more than 438,000 dogs were deserted nationwide last year, adding: this year is the time for dog lovers to properly keep their animals.