

LIKE MANY ENTREPRENEURIAL endeavours, FouFou Dog was born out of a personal perception of a gap in the market. When pet owner, Cheryl Ng, became exasperated at the lack of good quality, competitively priced, fashionable dog clothing on the market, she soon realized she was not alone and decided to do something about it. Inspired by her own Maltese dog called Ernie, she came up with her own brand of 'doggy apparel.' As a result, she discovered a niche clientele of people just like her who were looking to dress their pets without losing their shirts.

Six years on, FouFou Dog is pursuing markets not only across Canada, but also in the USA and Europe. The major distributors and big box pet stores are all in Cheryl's sights.

FouFou Dog's focus may be on keeping pets fashionable, but even more importantly, the emphasis is on the pet's comfort and protection, ensuring the items are easy to put on with built-in durability to withstand frequent washing.

Recognized as one of Toronto's first doggy wear designers, Cheryl has designed FouFou Dog as a one-stop shop for quality designer fashions, as well as an assortment of plush toys, collars and accessories. At the same time, she is one of a growing number of young Canadian designers breaking ground in this emerging market.

WINNER
Business
Achievement
Award

FOUFU DOG



Cheryl Ng, FouFou Dog

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