



Lap of Luxury will launch a full website. To the left is an example of what the website will look like. The logo is prominent in the left corner with pictures of pup children across the top of the page. Apparel, Accessories and For The Home items are all listed on the left side. When you choose a category, the page will load all the prints & patterns offered in that particular collection. The products will be featured in plain white to give the customer the ability to place different prints & patterns on any item.

In addition to the website, Lap of Luxury will be advertised in fashion, lifestyle, and pet magazines. These will include *Vogue*, *Marie Claire*, *Harpers Bazaar*, *Elle*, *Modern Dog*, and *Dog Fancy*.