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Knock Knock Publishes *Jess Rona's Groomed*

*Celeb Dog Groomer and Instagram Sensation's Photo Book
Captures Real Canine Client Moments—from Bath to Blowout*

Los Angeles, California, January 30, 2018—Hollywood's dog-groomer-to-the-stars Jess Rona has released her first book, [*Jess Rona's Groomed*](#). Inspired by her Insta-famous feed [@jessronagrooming](#), the book shares a charming collection of more than 100 photographs by Jess that showcase her plush pampering process for her personality-aplenty canine clientele. Jess's up-to-the-minute pet makeover styles and techniques, including ombre-dyed fur and painted paw nails, have attracted a prominent following, both by the tastemakers of Los Angeles and the global audience of social media.

Rona's star clients love both Jess and her book. *Groomed* sports a cover blurb from client Katy Perry, whose dog Nugget is featured in the book; a foreword by Sara Keirsten Quin of Tegan and Sara; and a review by Marnie the Dog, a canine Instagram celebrity who's also a client.

"For years I have loved the unpredictable and hilarious moments I share with dogs while grooming them," Jess says. "Vulnerable, happy, cute, sad, funny—when I can capture those moments in a photograph, it's magical and such a rush. To be able to share them in a book is a dream."

Rona's comedy and improv background, as well as her experience as a music video and commercial director, have influenced her popular Instagram feed, which achieved viral popularity when she started making hilarious (and oddly glamorous) slow-motion wind-tunnel videos of dogs mid-blowout set to indie and pop music. The book nods to these posts, which showcase each dog's personality and model status, with a bound-in flipbook.

Publisher Knock Knock has a longtime affinity for canine companions, having produced keepsakes and other pup-themed titles. Rona's whimsical flair and amusing posts fit right in with Knock Knock's mission to bring humor and creativity to the masses.



Jess Rona's Groomed, published by Knock Knock.

“I was a huge fan of Jess’s Instagram feed long before we had the opportunity to publish her book,” says Jen Bilik, founder and CEO of Knock Knock. “I couldn’t believe how charming, hilarious, and compulsively watchable the videos were. Somehow Jess is able to simultaneously communicate her love for dogs, music, and video, winking and taking it seriously all at the same time. Plus, she groomed my dog, Paco!”

Jess Rona’s Groomed is now available on knockknockstuff.com and Amazon.

About Jess Rona

Jess Rona is the hyphenate we all aspire to: actress-comedian-director-dog groomer. Her Instagram [@jessronagrooming](https://www.instagram.com/jessronagrooming) has become a bona fide phenomenon for showcasing dogs being blown dry in slo-mo, set to make-you-smile contemporary pop songs. In her non-dog life, Jess has directed shorts, commercials, and a music video for Tegan and Sara. As an actress she’s appeared in *New Girl*, *One Mississippi*, commercials, and lots of web videos. Jess lives in Los Angeles with her husband and their two dogs, Chupie and Meemu, and is a notorious over-giver of treats. For more info, visit jessronagrooming.com.

About Knock Knock

Knock Knock is an independent maker of clever gifts, books, and whatever else we can think up. Our mission is to bring humor, creativity, and smarts to everyday life—in other words, to say something more. For more info, visit knockknockstuff.com.