



For Immediate Release:
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Launch of Luxury Line-Up for Canine Fashionistas

From Hockley, Ontario, a *Bond Street-Esque* online shopping experience for canine fashionistas awaits visitors to www.hotdiggity.dog™ with a luxurious line-up of premium dog collars and accessories.

The gallery of rich product offerings, which includes Divine Dog™ and Kenya Collars™, share the same premium quality and outstanding hand-craftsmanship and style forward design, unparalleled in today's market.

Divine Dog luxury dog collars, leashes and owner bracelets are offered in both hand-crafted, hand-dyed Italian Nubuck and impeccable English Sport Leather in a rich pallet of 13 colours. Divine Dog Studs selections have hand-cut and polished semi-precious gemstones and crystals, set in either silver-plate or gold-plate studs or Creative Expression studs with matching custom buckles and hardware.

Online shoppers have the luxury of options with the opportunity to choose pieces made by Maasai artisans which pairs with their dog's personal style, or create a totally unique piece with endless possibilities using the proprietary Divine Dog "Create Your Own" drag and drop application to create personalized collars, leashes, and bracelets.

Retail prices for the Divine Dog "Stud-Ready" collection start from \$29.99 USD.

The shopping extravaganza continues for canine aficionados with the distinctive Divine Dog™ **“Inspired Collections”** featuring the rainbow-laden, genuine semi-precious gemstones of the “Provincetown Collection” and the natural gemstones, silver-plated “Arizona Collection”. Retail prices for both the Provincetown and Arizona Collections start from \$69.99 USD.

Inspired by the social movement for sustainability in developing countries, the Kenya Collars and Leashes™ are handcrafted by a Maasai African Tribe (Tribe Mammās) under a Fair Trade agreement. They are made from free-range Kenyan beef leather, adorned with hand-stitched 100% glass beads and finished with sturdy brass hardware that has been recast by artisans from recycled old padlocks and keys.

Each of the current 12 colourful **tribal design** beaded pieces are named by the tribal women to resonate emotive significance befitting each dog’s personality. These timeless pieces retail from \$34.99 USD.

Hot Diggity Dog™ is the exclusive worldwide online retail outlet for Divine Dog™ and Kenya Collars™. Located in the Highlands of Hockley Valley, north of Toronto, Hot Diggity Dog is committed to maintain it’s negative carbon footprint, support Fair Trade practices, utilize the skills of artisans both locally and internationally, source its semi-precious gems and other needs from around the globe, support various dog rescues and charities, along with providing funds for its Kenyan Maasai partner for fresh drinking water well development, bicycles, and school funding.

High resolution photos are attached for use with this press release and/or promotion of Hot Diggity Dog, also at www.hotdiggity.dog/pages/press-images

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