



Custom Creativity

Stacy Morgan, founder of Lola's for Pets, discusses the inspiration behind her bold designs.

By Melissa Breau

The Pet Elite: *How did Lola's for Pets get its start?*

Stacy Morgan: It all started 12 years ago when I first laid eyes on my dog, Lola. She was beautiful, in a Mona Lisa painting sort of way, and a little bit edgy as well. I knew that she was a very special girl and needed to be adorned with very special accessories.

As a designer of accessories for humans, I quickly adapted to the idea of accessories for pets. We spent several years living in New York City, but are originally from Dallas, Texas, where we currently reside. Each of these two very different cultures has influenced the creation of the products.

TPE: *Is there a central inspiration or idea that runs through all your products?*

Morgan: I love accessories that are both beautiful and tough, kind of a feminine and masculine combination—sometimes large and chunky, always heavy-duty, sometimes sparkling. For example, I have a line of collars exclusively for larger dogs that is made using leather and tractor chain, but the female version also has crystal studs.

This combination of feminine and masculine creates an effect that makes us unique. None of our products are delicate; they are tough accessories. All of our chokers can also be made for cats.

TPE: *Which of your products has been most successful?*

Morgan: Well, we currently offer crystal chokers,

pearl chokers, hand beaded/suede ribbon chokers, turquoise chokers, rock-n-roll collars, western collars and, our new interactive specialty item for petite pets, The Sock Monster. We've been very lucky and have gotten a great response to all of our products. Our collars in particular, which are the first of our products to cross over from custom-made to wholesale, are becoming extremely successful.

And our new little Monster is a big hit! We all know that puppies and kittens love to bite while they play. I wanted a way for my new puppy, Olive, to be able to wrestle with me the way she would with another puppy. And the Monster has become a productive training experience. Olive no longer attempts to bite at my bare hand because she has learned she can only wrestle when the Monster is present. She'll stand and stare at him,

waiting for me to put him on. He's a very durable, tough product designed for pets under 15 pounds.

TPE: *What's on the horizon for Lola's Pet Products?*

Morgan: Until recently, most of our products have been custom-made only, but we're now redesigning our lines slightly so they are available for a wider market. We're also adding leads and leashes to coordinate with the chokers and collars, and we have several other Monsters coming. Of course, we'll always do custom-made products—I love being able to make someone's idea come to life for them and their special pet. ■

