

# Earnshaw's

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## DOG DAYS



### **BRIAN THE PEKINGESE**

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Inspired by a family dog that adored little ones, children's sleepwear brand Brian the Pekingese offers a range of USA-made, 100-percent cotton sleepwear in a variety of fun prints. Founder Angela Bentley has worked in the fashion industry for over 25 years, starting her career in contemporary womenswear before making the switch to develop-

ing her own line based off her fluffy canine. “Brian was my dog for 16 years—I got him before I even met my husband or had kids,” she exclaims. “I’ve been in fashion forever and always wanted my own line, so I met up with an illustrator and showed him pictures of Brian. That’s how it all began.”

With a soft launch two years ago, Brian the Pekingese finally made its first official debut at ABC Kids Expo in October 2016. After receiving such positive feedback, Bentley confirms the brand will also be attending the Atlanta Gift Show in January. For Spring ’17, the brand is expanding its cotton options to include 100 percent organic cotton pajamas, as well as adding fresh prints and a new short-sleeved with long pants style. Also available for retailers to order is a Brian plush or Brian-inspired storybook to accompany the colorful and quirky pajamas (from one-pieces to long-sleeve sets).

Most of all, Brian the Pekingese is advocating for its new environmentally-conscious system dubbed “Brian the Pekingese Cares.” Launched this past summer, customers can return outgrown garments (with prepaid postage), and the brand will recycle the cotton.

Sizes range from newborn to 10 years, with wholesale prices going up to \$17. “These products adhere to strict quality control and brand style guidelines to ensure that Brian the Pekingese endures as a premium brand,” Bentley affirms. “Most importantly, each product is designed and manufactured with the same unconditional love that Brian the Pekingese had for all children.”—Emily Beckman

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