

PETS

CANINE COUTURE

A new Hill Center shop targets the pampered pet.

Looking to pamper your pooch? That's exactly what former Music Row executive Renee Bell had in mind when she opened Winston Dog, a modern dog boutique in the heart of Green Hills.

Enter the store and it's immediately evident: This place has it all, from puppy perfume to Yvette Ruta's fashion line. Each item is staged among a set of handmade furniture and chandelier sconces, lending it a genuine boutique look and feel. Behind the tiny tutus and plush dog beds hides the fluff-out bar in the back of the shop. A basic fluff (\$25) is just enough to keep your dog looking dapper; pet owners can also spring for a à la carte options like nail polish (\$10), hair coloring (\$15 and up), and mini massages (\$1 per minute). From door to done, the whole process is a personalized experience for both the clients and their pups.

"They come in and it's like their own little community," says Winston business manager Adrienne Innis. "[Bell] has created a community, which is huge." (4017 Hillsboro Pike, Ste. 310, 615-678-1598; winstondog.net)



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