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Upcoming Tradeshow/Market Booths: SUPERZOO BOOTH 1277 | NY NOW BOOTH 507 | P3 CHICAGO BOOTH 330H

FOR IMMEDIATE RELEASE

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Chews Happiness™ Unveils Exclusive, Limited Edition, Artisanal Creations *Celebrating Our Connections With Our Dogs Through Handcrafted Yak Down Fashion*

BOULDER, CO – Chews Happiness will be launching two new lines in August 2016 to augment its recent company launch: Happiness Hugs® Earth Line, handcrafted, luxury couture for dogs and their moms and Handwoven, matching leashes and collars.

Happiness Hugs Earth Line, launching at the **NYNOW** Market on August 20, 2016, is stunning, handmade, eco-conscious, fairly-traded fashion from natural, undyed, yak down that's luxuriously soft, silky, and warmer than alpaca and cashmere. Yak down is naturally shed and is one of the warmest natural fibers. Unlike cashmere, which is causing massive desertification due to overgrazing of huge herds of cashmere goats, yak down is a sustainable fiber.

Consciously handcrafted by women artisans from Bhutan to Boulder, Colorado, Happiness Hugs Earth Line features traditional Bhutanese motifs with distinct spiritual meanings that celebrate the connection between you, your dog, and the planet. The line includes new turtleneck and button styles that wrap around your dog, eliminating the need to pull the garment over his/her head. Our cruelty-free apparel and accessories for dogs and their moms are uniquely designed to bring you Happiness vibes from Bhutan, the land of happiness.

The Earth Line has been Accepted for inclusion in the prestigious **SustainAbility: design for a better world®*** display at the much admired **NYNOW** trade market, an exclusive juried event and a comprehensive retailer marketplace for gift, home, lifestyle and handmade products to be held August 20-23, 2016 in New York City.



Give Your Dog A Hug™



Earth Line represents the ultimate in luxury couture, as natural, undyed yak down is even softer, finer, and fluffier; Chews Happiness' Founder and CEO explained that *"when we saw how the natural, undyed yak down was even more beautiful and silky soft than the already luxurious, amazing dyed variety we knew that dogs and their moms just HAD to have it!"*

The Earth Line will be available for ordering at NYNOW in August and after the event, starting August 24, 2016.

Chews Happiness' Handwoven Leashes and Collars will be launched at the **SuperZoo** tradeshow to be held August 2-4, 2016. The environmentally conscious line is handwoven from yak down that's luxuriously soft, silky, and extremely strong. Chews Happiness' Founder and CEO explained that *"we were so incredibly amazed regarding how soft and strong this incredible fiber is that we had to work with our Bhutanese artisans to fabricate these WOW leashes and collars!"*

Handwoven by Bhutanese master women artisans high in the Himalayas applying traditional hand weaving techniques, Chews Happiness' fairly-traded Leashes and Collars are inspired by traditional Bhutanese textiles and are designed to complement its new Happiness Hugs® dog apparel. Individually woven from luxurious, cruelty-free yak down, each piece is durable, beautiful and truly one-of-a-kind.





Chews Happiness recently launched its company with the **Happiness Hugs Drukpa line**, stunning, luxurious, environmentally conscious, handcrafted yak down fashion for dogs and their moms, as its first commercially available line of creations.

These one-of-a-kind garments are also handcrafted by women artisans from Bhutan to Boulder, Colorado and also celebrate the connection between dogs and their people. Each features traditional and spiritually meaningful Bhutanese motifs and colors representing ideals such as long life, stability, wisdom and the interconnectedness of all beings. Co-owner Meeta Gawande explained, “*when we felt how exquisite the yak-down was, we just had to make matching apparel for women!*”





Chews Happiness is a new artisanal dog-products social enterprise company that believes that investing in happiness yields a very high return of happiness. Chews Happiness currently provides sustainable income sources to indigenous peoples in Bhutan, the Land of Happiness, and to local artisans in the United States, enabling them to maintain their traditional crafts and lifestyles.

For more information please visit our website - www.chewshappiness.com, email us at: info@chewshappiness.com, or visit us at our booth at one of the upcoming tradeshows/markets:
SUPERZOO BOOTH 1277 | NY NOW BOOTH 507 | P3 CHICAGO BOOTH 330H
Wholesale inquiries are welcome.

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*Note: **SustainAbility: design for a better world®** is a registered trademark owned by EMERALD EXPOSITIONS, LLC, the managers and coordinators of the NYNOW Market.