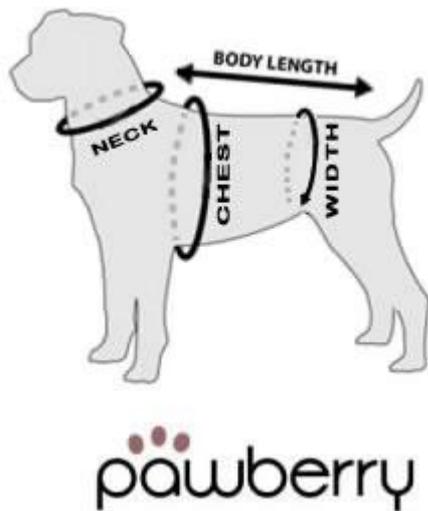




How to measure your dog



Neck circumference

You must measure the base of the neck this is where the dog coat/dog harness will sit.

Chest (circumference)

Measurements must be made at the largest area around the chest, which is usually just behind the front legs. An easy way to do this is to look at your pooch side on and you will see the widest part of the chest. Do not measure too close to the back of the front legs as the webbing strap could potentially rub the back of the legs if your pooch is very active and runs about a lot.

Body length from neck to tail

Start where the neck joins the body, along the spine to where the tail meets the body. If your pooch's back slopes towards the rear end then you MUST find where you want the coat to sit so it is comfortable for your pooch. If you choose too far then the coat could potentially swing around the back area because it is not sitting flat to the back and too short and it will not look right!

Coat Width

This measurement is the width of the coat. So place the tape measure over the back of your pooch from left to right and you will be able to work out where the coat will sit and how much coverage it will give your pooch.

Leg Length

Only if you want your dog wearing sleeved garments. Measure the front legs from the "armpit" to the top of the ankle. Always Err on the side of too short — otherwise your dog may trip and have potentially serious accidents wearing sleeves that are too long. For the short-legged breeds, you probably should just go with "sleeveless" garments.

Just remember

The chest measurement is critical. Get that right and things will work out from there.

Dressing up your pooch can be fun, particularly for special occasions. Just make sure the dog is comfortable and gets lots of love and attention (rewards), especially the first time. Otherwise your best friend may go running in pure terror at any future “dress-up” attempts! If your pet has not worn dog clothes before, it is important to introduce them to their new garment over a short period of time. This will ensure that they get used to it gradually and allow you to tell if they will be comfortable in their pet apparel.

Hoodie / Winter Warmer Coats Size Guide

When deciding on what length to choose for your winter coat it should roughly be anywhere between 1-2” from the base of your pooch’s tail. If it is any longer covering their tail you run the risk of soiling the coat when your pooch goes the toilet!

Size	Neck	Chest	Coat Width	Coat Length
XS	7-9”	11-17”	10”	10”
S	9-11”	14-18”	12”	12”
M	11-13”	16-21”	14”	14”
L	13-15”	19-25”	16”	16”