

**P R E S S   R E L E A S E**

## **Interzoo 2012: Karlie and Harald Glöockler convince with exclusive dog collection**

**It was „probably the most extravagant world premiere in the history of the pet specialist trade fair "Interzoo" at the exhibition centre in Nuremberg. "Glöockler Dog Couture" is the name of the designer's new collection." (Source: welt.de)**

**Berlin, May 23rd, 2012**

The company Karlie Heimtierbedarf GmbH and Harald Glöockler truly deserved the applause of hundreds of fair visitors and over 50 journalists of print and online media, radio and TV on the first day of the Interzoo, the most important specialist trade fair for pet products worldwide.

Together, they presented the new dog collection Glöockler Dog Couture by Karlie at the largest stand of the fair in hall 7, which is available in selected stores as of autumn of this year. Advance orders are possible now at <http://www.karlie-dogcouture.com>.

Stars of the world premiere were not only Harald Glöockler and the new products by Karlie, but the dogs that impressively and skilfully presented this collection to the audience during the exclusive dog walk on the runway. Among other items, the adorable dog models displayed rhinestone-studded collars, extravagant leashes and elaborately processed dog coats that carry fine-sounding names like „St. Tropez“, „Kampen“ or „Ascot“, and are described in detail in the new Karlie catalogue.

Currently, the new dog collection Glöockler Dog Couture by Karlie includes 16 products in the glamorous style typical for Glöockler. Among others, the following items of the collection could be seen on the dog walk: Günter with a black collar and black leash, Sophie with a pink leash and collar (both Chihuahuas); Taotao (Papillion) and Krusty (Yorkshire Terrier) with the harness St. Tropez; Lady Gaga (Poodle) with the coat Ascot and the West Highland Terriers Maya and Carlotta with future fashion designs in sequins and coats in gold and green. Last but not least, the French bulldog enthused the audience with her studded leather coat for the cold season.

„The cooperation with the star designer Harald Glöockler gives our product range that certain something. We would have never expected the opening day with our world premiere to be such a great success“, says Dr. Angelika Westerwelle, Manager of Karlie Heimtierbedarf GmbH. „In spite of the flurry of camera flashes and the huge crowd, our dog models were very brave and proved that they are very special. They felt visibly comfortable in the new dog fashion by Mr Glöockler.“

„My personal recommendation from the collection is the Resting-Pad. It is a foldable dog pillow with a carrying handle – of course with the Glöockler-crown. Little Günter, a Chihuahua who was sitting on my lap during the presentation of the collection was already flirting with the Resting-Pad – at least that was my impression“, says Harald Glöockler and laughs.

Further information about Harald Glöockler and the Harald Glöockler International GmbH is available online at <http://www.haraldgloeoeckler.com>. Information about Karlie Heimtierbedarf GmbH is available at <http://www.karlie.de>.

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**Background information:**

**About Harald Glöckler and Harald Glöckler International GmbH**

The designer, raised in Baden-Württemberg, is a phenomenon. Already at the age of seven, he designed his first piece of clothing. Glöckler achieved the fame he enjoys today with this talent and a great deal of courage, diligence and ambition. What started in 1987 with a fashion store in Stuttgart, grew into something great in the course of his career. Today, his repertoire includes Haute Couture- and Prêt-à-Porter-fashion as well as jewellery, linen, home wear, shoes and fragrances. But that is not all: Alongside numerous television appearances he even finds time for charity, fashion shows, art and book publications.

Harald Glöockler International GmbH is a worldwide-operating company with the purpose of marketing the character Harald Glöockler and beyond that, owns the exclusive marketing rights to a large portfolio of the brands developed by Harald Glöockler. In detail, the company issues licences and utilization rights and is active in the following areas:

- Fashion
- Watches and jewellery
- Interior Design
- Home textiles
- Perfume and cosmetics
- Leather goods and bags
- Pet needs
- Wallpaper
- TV-Realities and Show
- Music and recording medium production
- Accessories for mobile end devices
- Books & Catalogues
- Online Business
- Teleshopping

Harald Glöockler is internationally known as an exceptional, colourful and eccentric personality. Harald Glöockler International GmbH uses this with an ingenious marketing strategy in the licensing business. Whether New York, London or Tokyo, partners are lined up in queues. Since its founding, the company has been recording very strong growth dynamics with increasing tendency. Products of Harald Glöockler will be available in over 80 countries in 2012.

Further information: <http://www.haraldgloeoeckler.com>

### **About Karlie Heimtierbedarf GmbH**

The company Karlie Heimtierbedarf GmbH is an internationally oriented company that has continuously developed into a strong and competent partner of pet shops worldwide during the last 40 years. Innovative products of excellent quality and high functionality, reliability, and customer-oriented service determine the success of the company that is one of the leading enterprises of the pet branch.

In 2009, Karlie was integrated into the newly founded Pet Products Group GmbH (PPG), which also includes the company Flamingo NV in Belgium and its own production sites in Eastern Europe and China, among others. Due to this merger, the customers now have access to the know-how and the bundled strengths of the companies. Worldwide, 1,500 employees work at PPG and Karlie for the well-being of the animals and humans.

Karlie offers its customers an assortment of high-quality products including over 8,000 items for dogs, cats, small animals, birds, fish and even horses, which is also consistently optimised in cooperation with the customers, in order to meet the demands of animals and owners at all times. The location in Bad Wünnenberg-Haaren also incorporates its own factory where the hand-made high quality leather goods are produced. The selection of the leather is decisive for the quality of the final product: Karlie exclusively uses hand-selected, naturally tanned skins of German free-range cattle.

The employees provide their extensive knowledge about the animals, their needs and the complex relationship between humans and animals on a daily basis, so that the customers can in turn be successful with their own customers with these concepts, innovative and sustainable products, along with comprehensive service.

Further information: <http://www.karlie.de>