

PETS' MEWS

The MewsPaper for Instagramming Pets, Plushies and their People

Also Inside

- ◆ There's a great round up of some of your fantastic photos.
- ◆ Rock out with rock legends @[2cool_toyz](#) in the latest of our #[plushiesbuildbridges](#) series. In fact, here's a little taster!

Henry: Dear Topsy hihi.. Here is our Oh yeah! Article hihi.. Me and Dr.Weird worked hard for it and we slept late and Ruffus didn't help us. Ruffus is always lazy and bad...

Ruffus: No way! I also helped making this article you fat fruball Henry! I helped by doing.. ahh.. hmm... I did.. hihi.. Well I can't remember, but I really did something ok? Henry is just jealous because I'm the real star here hihi. Henry: Well anyway Just make our article look nice ok?

Dr.Weird: I did my own assignments ok? That's not true that I pay people ok? I just have nice friends who help me do my homework hihi: Just say in the article too that Henry is a cry baby ok? hihi Just kidding.. Well we are excited about this hihi.. Thank you Topsy for giving us a chance to be in Playboy.. Oh I mean .. in Pets' Mews hihi

Henry: Look at our pics hihi.. Do you like our band pic? We had a photo-shoot for Pets' Mews. Look at Ruffus sleeping, he looks like a potato right?

Ruffus: Zzzzzz... Despacito... zzzzz... Zzzzz.. I'm sexy and I know it.... zzzzz.. Uhhh.... Zzzz...zzz
 With Love and Giant Donuts,
 Cute Henry, Potato Ruffus and Dr.Weird



Get Ready for Plushie Fashion Week

4th September - 10th September

September has many delights, but we've decided to add one more. Get ready for the first ever (we think) Plushie Fashion Week.

Running from **4th September to 10th September**, use the hashtags #[plushiefashionweekAW17](#) or #[plushiefashionweekSS17](#) - depending on which hemisphere you live in, or just which outfits you fancy wearing (spring / summer, or autumn/ winter) on the #[travelswithmyCatWalk2017](#) (tee hee hee). You don't even need to be a plushie (we celebrate diversity here at Pets' Mews) - we'll repost our favourites every day and there'll be a

wee prize for the most creative of the week. We hope you have fun with your outfits and we can't wait to see them.

And now, to give you some inspiration, here's our very own Dušana (below) with this month's round up of Plushie Fashion. Thanks to all who have given us pawthorisation to use their lovely photos.

Lots of love,
 Topsy Cat Bose xxx



Eye on Style: Survival Fashion

by @[altravelbunny](#)

This month, being summer in the northern hemisphere, we're looking at the current survival fashion, or lack of it in most cases.

Top left; @[maxi_the_rabbit](#) shows us that waterfall swimming seems safest when wearing only a bow, so that there is no saturation weight, to weigh one down in the currents.

Top right; Forest jumping can be dangerous in clothes, as the threads could catch on branches - it's best to leave them behind - as demonstrated by @[carrots.carrots.carrots](#).

Bottom left; Here we can see @[sheepsi_adventures](#) blending in with nature, while safari walking, it's always good to only wear a lucky charm, for blending in.

Bottom right; @[piggycoquette](#) has got it spot on - a hat is essential for delicate skin, while out scuba diving & relaxing in the resorts of the famous.



Благодаря @[doyka_supercow](#) газету Pets' Mews теперь можно читать на русском -

FROM ZEROES TO ROCK HEROES

by Dr. Weird and @2cool_toyz

Hello everyone!

My name is Dr.Weird and I'm the best pal of Henry and Ruffus. Did you know that these two naughty plushies have a rock band? Yes! It's called "Toy Misfits." The band only consists of Henry Strawberry on lead guitar & vocals and Ruffus Guffuzstein on drums, rhythm and 2nd vocals.

I used to have a band during my high school and college days. Being a 90s kid where rock, grunge and alternative music ruled the music scene, these are the types of music I've loved until today and have greatly influenced the Toy Misfits. Music has been a big part of life even to my plushies - that's why they have always wanted to be rock stars.

Rock and Roll Saved Us

There is a wonderful story behind this on how rock and roll saved us. When I started the IG account of the plushies, I thought I was the first one and I had a great vision about it. I knew it would be something unique and very special but as the days, and months went by things didn't work right.

We got bullied, made enemies, got reported and followed just to be unfollowed. Frustration came like this and we thought it was just a waste of time. Nobody cared - it was as if we



were zeroes - like complete losers. We felt people didn't understand us and just couldn't connect with us.

In the last week of July 2016 we decided to shut down our account, but before we said goodbyes, we decided to make one last post. To make a music video from the British rock band Oasis with the song "Wonderwall." It changed everything.

July 28, 2016 the night before we posted the video on YouTube and Instagram, we were excited, but felt sadder as we knew it would soon be goodbye. I can still remember Ruffus went out to get drunk that night. Henry wanted to cry and wouldn't eat anything. I just watched TV and slept late.

Wonder Toys Wonderwall

Two days after we posted our "Wonder Toys Wonderwall" video, we had one super fan. She loved the music video so much that she watched it many times on YouTube. I can remember that her favourite part was when Henry was trying to write a love letter. Later on, we learned that she was having a difficult time as she was suffering from depression and anxiety attacks. Our video helped her cope with depression. She said that our music video put a smile on her face and she loved the funny antics of Henry and Ruffus on their IG account. She thanked us and

told us that she wanted to see more and just continue what we do.

#plushiesbuildbridges

We never thought that our music video would have a great positive impact even on just one person. We were so happy and we decided as long as we have even just one fan who likes and believes in us, then we will keep on rocking!

It's true, just like what the American rock band KISS said "God gave rock and roll to you... gave rock and roll to everyone". Yes, we are our own rock stars. We are all blessed and we have our own capabilities to spread love, happiness and to share our talents all around the world. We are all special, unique and we all have our own rock and roll. All of us plushies and our hoomans are donuts!! Hihhihi yes donuts and gummy bears hihhihi afuyua7e4w6D% %R.. Oh yeah! Hihhi and all of us must drink beer hihhihiF^\$\$&&oo and dance the Despacito hihhihi.... -I'm so sorry Henry and Ruffus took over my laptop.

Well anyway we are all special and on behalf of Henry and Ruffus, I would like to thank the whole plushie community and the great humans behind it. We appreciate everything you guys continue to do and for being with us on our journey.

YouTube

You can also check the videos of the Toy Misfits on their YouTube channel https://www.youtube.com/channel/UCeqHReEWPB9yRzYxo4k_Hbg Or you can also just search and type - Toy Misfits

We plan to make a new music video soon, so watch out for it.

With more strange things,
Dr.Weird

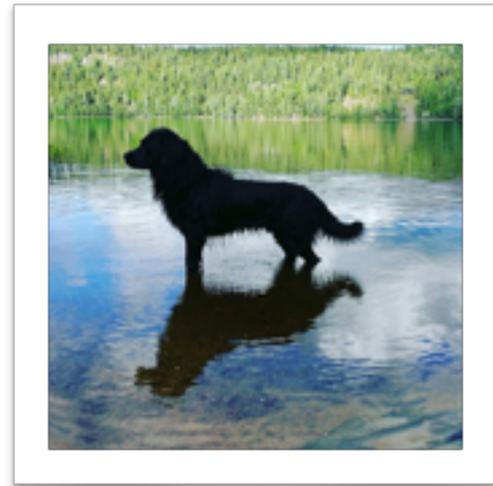


Here are some of your lovely Good Mews Photos



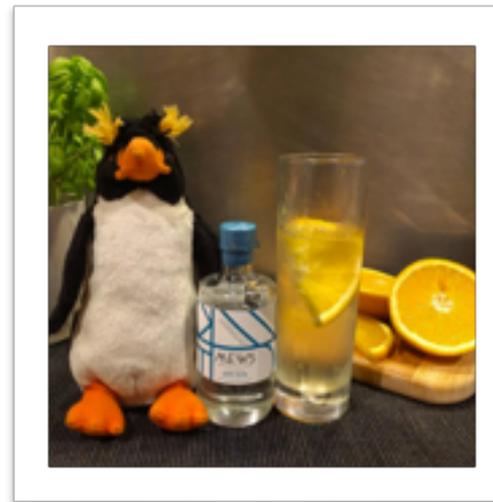
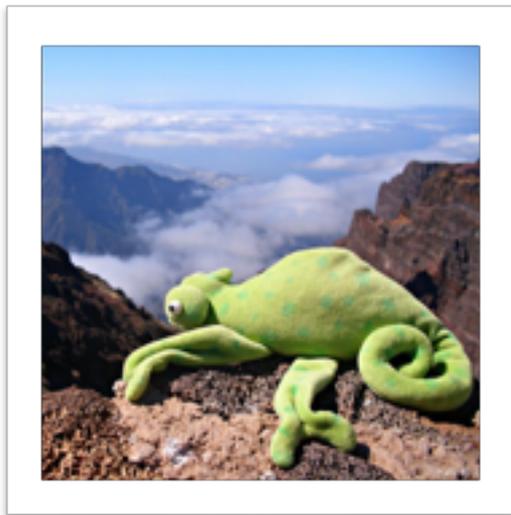
Top left, we see the gorgeous Paula @[paula_hans_und_co](#) enjoying the lovely flowers in summer time. Amazing!

And top right we have lovely Bamse (Bear) @[skjelbredgry](#) reflecting on the glories of the open air, and looking fabulous.

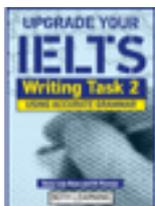


Bottom left, is Eckhart @[mel_si](#) enjoying the stunning Roque de los Muchos in La Palma, Spain. His motto is, “sei doch nicht so angepasst” (according to the label on his bum tee tee), and it means “don’t be so conformist!” Well, there’s nothing of the ordinary about him or his holiday - it looks breathtaking!

And then, bottom right, we’ve got Penguin @[theintrepidpenguin](#) - London’s most intrepid explorer of things near and far - enjoying a a Mews Gin G & T - the perfect choice when reading #[PetsMews](#), perhaps? Cheers!



Advert:



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And look out for the *Cuddly Friends' Guide to New York*, coming soon to Apple and Kindle! Written by the super wonderful @[nyc_the_boyz](#), @[gnme_rudy_jennie](#), @[jellycat_fellows](#), @[adventurabbit](#), and yours truly, @[travelswithmycat](#). It's going to be translated into Russian by @[doyka_supercow](#) and has a great cover illustration by the ever-talented @[stiepanou_l_hippo](#).



Tee Hee

We thought it might be fun to have a fun spot in *Pets' Mews*. So, if you've got a funny photo, or joke, then do let us know. Our first one comes from Jeffrey Elefanté @[jeffreyelefante](#) - From the Deepest Darkest Jungle, Jeff has a love of all things red. His favourites are waving, hugs & his best friend Moo. - And he does very, very, good cartoons!

The next issue of *Pets' Mews* will be out at the end of September!

