

# PETS' MEWS

The MewsPaper for Instagramming Pets, Plushies and their People

## A Plushie Fashion Week Special

Hello Everyone,

Oh My Goodness Me. Wow. Thank you all of making #travelswithmycatwalk2017 #plushiefashionweek2017 such a phenomenal event.

We were overwhelmed with all your brilliant fashion shows and House presentations. Thank you to the very, very many accounts who took part! Now, we've tried to feature every one of you in a repost, and in here, but my pet is only human, so if you did take part, and we didn't get to feature you, we can only put our paws up and apologise - she's only 447 - so quite little really, and she did try her best. But thanks for getting involved. We really hope you had as much fun as we did and enjoyed showing off your fashion trends and meeting new friends.



What fun, creativity and friendship. #plushiesbuildbridges, and they are super stylish.

Lots of love, Tippy xxx

### Also inside this fashion special

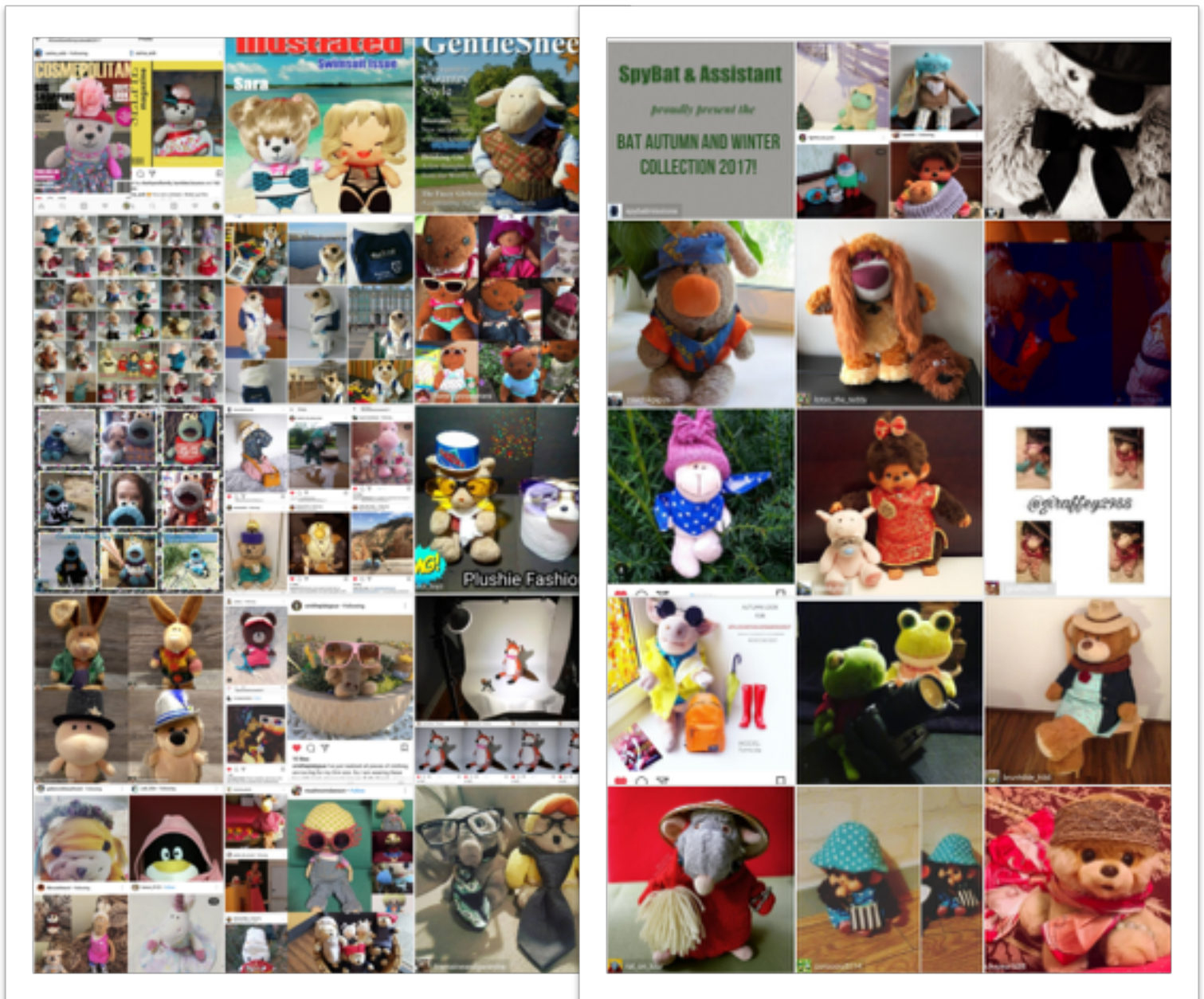
- ◆ An 11- page bumper round up of your pics and news.
- ◆ Keeping up with the Ostriches with [@missodetteostrich](#)
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Благодаря [@doyka\\_supercow](#) газету Pets' Mews теперь можно читать на русском -



**Thank you to all our super models. You can find a list of contributors on the last page. Hopefully, we've managed to list everyone xxx**

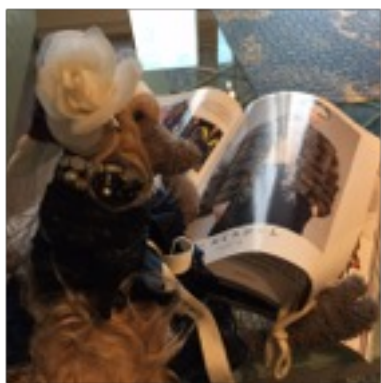


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## Keeping up with the Ostriches - the first family of fashion - by @missodetteostrich

With a highly successful fifteen year career in the fashion industry, Kate Mosstrich is widely regarded as a style icon. Many love her edgy rock chick look and her chiselled beak has graced billboards around the world. It's not only Kate who is a style icon, Odette Ostrich has been building a successful personal styling service. Here, we catch up with them both for some top tips!

### Building a signature style by Odette Ostrich



Many think that style is something you're born with, but for me, finding my signature look has been a learning curve. I was once a gangly ostrich who used to live in crocs and leggings! I learned to mix high street with couture and my love of boho styles gave my look a distinctive edge. I don't have lots of clothes, instead, I've worked on building a capsule wardrobe. Here are my rules for creating a collection which will never leave you wondering what to wear.

Stick to a basic colour palette; monochrome, black white and grey, or navy, tan and white. Add a few brightly coloured accessories to make your outfits stand out.

Invest in pretty scarves and belts to jazz up your look. Shop around markets and vintage stores and don't forget you can shorten hem lines or change buttons to create something totally new! Most importantly; don't copy, find your own style which works for what you do in your every day life

### Tips on breaking into the modelling industry by Kate Mosstrich

#### How were you spotted?

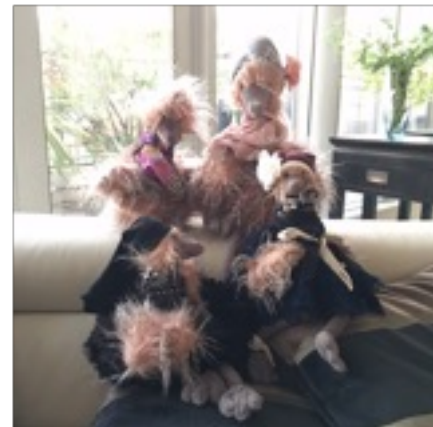
I was walking through Skegness airport when an agent from Stormy models rushed up to me. A week later I signed with them and the next day I was walking the runways at Masai Mara fashion week.

#### What should I wear to be noticed?

It's most important to always be yourself, if you don't feel comfortable others can tell. Find a unique look that appeals to you and make it your own.

#### What advice would you give to wannabe models?

Being a model is not the be all and end all, the most important thing in life is to be remembered for being kind to people. Be gracious to everyone you meet, never pay to join a model agency and never take rejection personally.



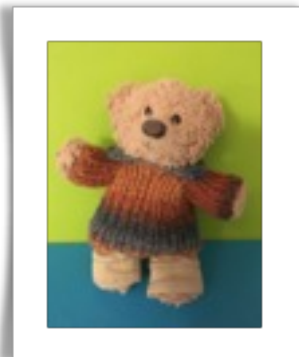
#### What has been your most memorable experience to date?

I will always remember Masai Mara fashion week 2007, Mario Testino was photographing us walking along the runway when the safari planes started arriving early. There was a mass scramble to get out of the way, feathers and glitter flying everywhere - but we laughed it off and finished the show in front of some very surprised zebras nearby!



# Pets' Mews Exclusive: Style Interview with T4

by @turistinallet4



Hi all,

I am T4, @turistinallet4, from Finland. Physically I can fit into a pocket, but my ego can fill a house – a skyscraper, easily, says my staff – but let's not listen to her... However, because I'm rather short and yet have handsome bearish muscles, it is almost impossible to find any readymade clothes for me.

Therefore, I'm forced to rely on my staff's sewing and knitting skills. We do love to recycle things, and my outfits usually originate from fabric pieces cut from too long trouser legs or clothes abandoned by my staff. This is rather awkward, but some of my best T-shirts are made of old pantyhose / tights. Living in Finland, and the four seasons here, bring some extra challenges and joy to dressing. Now, in autumn, it is



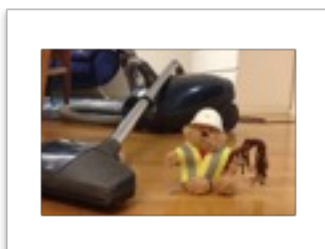
time to wear thick and warm wool sweaters. My staff just made me a new one in season's colours: brown, grey and blue. It goes very well together with my khaki trousers. The only thing with this outfit is, that when we go into woods, it can be very difficult to find me amongst the fallen leaves.



Very soon, winter is coming (but no dragons here... \*giggles\*) and we must cover ourselves from snow and frost. But until then: a leather jacket and blue jeans will do nicely, maybe spiced with a nice hat and a scarf. Normally, I'm not a big fan of accessories. Hats and scarfs keep getting lost, when I'm climbing in and out from my staff's pockets.

I think many of us plushies like to play different roles and dress accordingly. My main role is of course to be the boss at our home. So, when my staff needs some motivating for her domestic duties, I dress as a foreman: white helmet, whip and a reflective vest. That is usually much more effective than being my own furry and sweet self. I highly recommend this approach, if your humans tend to procrastinate their chores.

Being a tourist bear is another important role of mine. Whenever we travel, I aim to wear some local outfit or colours of country flag. That often



brings smiles to faces of local people and other tourists. If we have plenty of time to plan and sew, the result can be very successful. But sometimes my



stress level goes through roof, if my staff is still crocheting the outfit 4 hours before takeoff. (Speaking of procrastinating....) I hope that never ever happens again!

My favourite travel outfits so far have been the ones for New York and Cuba. And yes – NYC shirt is made of white pantyhose! The flag of USA is drawn on white fabric using marker pen.

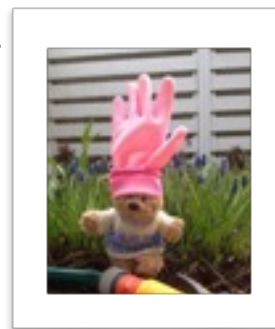


Cuban shirt is knitted, and red and the red and white part of Cuban flag is made of felt. I also wore a black beret made of old running shorts. Oh, I hope that some day I can travel to both of these places again!

My fashion tip to all you lovely plushies: have fun and follow your instincts! Be brave and imaginative! It is totally OK to have a rubber glove as a hat, or dress like a water melon – if you feel like it.

**Love and bear hugs,**

**T4**



## “Style is not clothes; Style is you.”

### In conversation with Simon, the Stylish Bear

by [@simon bear in the city](#)



#### Hi everyone!

My name is Simon and I am a stylish bear. (Anyway, this is what some plushies say about me and I'm really grateful for this, thanks).

I love and respect fashion. Not all, but many modern plushies spend most of the time wearing clothes. So, we need many clothes to combine and make different outfits. That makes our world more fun and more interesting, I think.

#### *“I prefer spending money on a new shirt than on pizza.”*

As for me, I really have many clothes for every time of the year and various occasions. I like shopping very much, and to think what I will wear with those clothes; what I am going to buy. But very often I buy a new t-shirt or cool sweater on impulse, without thinking, and then I still have to think: “Why on earth did I buy this?” or “What will I wear with it?”

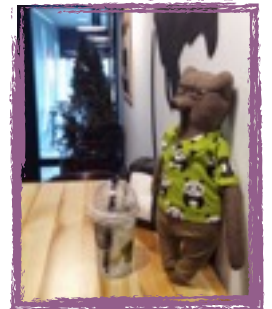


Despite this I prefer spending money on a new shirt than on pizza. But if the pizza's with salami and double cheese, I would think long and hard about what to choose... (laughs) No, the new shirt is still more important. Hope, I will not change my choice when the pizza is in the oven and starts smelling delicious...

All my clothes are stored in a big human shoebox, but it's a shame, it seems to me. Because I need my own wardrobe. Or the second box at least, hehe.

#### *“Mix modern and traditional clothes in your fashion look.”*

Basically, I buy clothes in a special store for bears like me. There are talented peoples, who love bears so much and make something interesting for us. But sometimes I can order something special. For example, my national Ukrainian shirt with hand-made embroidery was made only for me. Once I walked through the city and saw an elderly lady, who was sitting on a bench and embroidering. I asked if she could embroider my shirt. And she gladly agreed. Now I am a bear with my own national clothes. I think, it's very creative - mix modern and traditional clothes in your fashion look.



#### *“I use every opportunity to be stylish and look interesting.”*

So, as you see, I use every opportunity to be stylish and look interesting. And most of all I like to look as nobody else. That is really cool. In general, the features of my wardrobe are prints (especially animalistic ones), soft but bright colours, simple everyday style, casual. I have almost no dark clothes, because there are too much dark things in the world, it seems to me. My biggest love are shirts and sweaters – especially sweaters! I have a little more than ten, but this is not enough, I am sure. Good bear should have a good clothes choice.

#### *“The world needs more bears.”*

Would you want to know a little secret? Many of you have seen a photo in my profile, where I'm in a shirt with pandas. Before it was a pillowcase that my human bought in a decor store and made me a shirt from it. I am happy, because I always say that this word needs more bears. (Especially pandas).

#### *“Be special and stylish, my friends.”*

Be special and stylish, my friends. But remember also: style is not clothes; style is you.

Hugs for everybody!

**Simon**



# T&T Design for plushies - the new fashion label for plushies

by [@candy\\_and\\_the\\_jolly\\_mahs](#)



Hi everyone.

It's me, Candy from [@candy\\_and\\_the\\_jolly\\_mahs](#) again. I'm very honoured to have the possibility to write this article for the fashion issue of Pets' Mews. And because it's the fashion issue, I want to introduce you to our own fashion label called "T&T Design for plushies".

### The story of T&T Design:

Maybe you know that I'm a sheep from the german company "Nici" and as a plushie you know also that it's difficult to find clothes in the right size. We've tried it first with clothes from "Build a bear", but they don't fit me very well. So where should I buy clothes for me? I don't want to be naked all the time. I asked mommy if she could sew something for me and it all started with a raincoat. This raincoat, called "rain", is our bestseller. At first we sewed everything by hand. That wasn't fun. It took us a few days to produce the coat. But than granny organised a new

sewing machine for us. It's much easier and quicker with the machine. Mommy and granny made more and more clothes for us. I wanted to show them to all my friends, so we had the idea to make the first [plushie fashion house show ever](#). The name T&T stands for the names of granny and mommy. (Bet)Tina & Tanja.



### Spring/Summer collection:

The S/S collection was our first collection. It's separated in a fashion collection and a home & living collection. The fashion collection consists of different dresses, swimwear and trousers for girls and shirts and trousers for boys. Parts of the collection are inspired by our trip to South Africa. The home & living collection consists of sleeping bags, aprons and a picnic blanket.



### Fall/Winter collection:

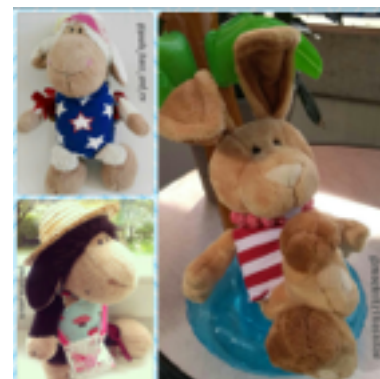
Our latest collection offers you a wide range of jackets, skirts and dresses. Our Africa trip was also a inspiration for some pieces of this collection. One of my favourite pieces is the traditional Japanese Kimono. I can't wait to wear it in Japan this November. Also new is "Design your own T-shirt". You can choose between different fabrics and add a print.

We produce for plushies from Nici (15-50cm) and Build a bear. Other types and sizes are on request. For all pieces of the collection you can choose the fabric yourself. Everything is handmade in Germany.

We want to thank all our plushie friends and customers for supporting us. Special thanks to our fabulous guest models.

If you want to see more of T&T Design, check out [#tandtdesignforplushies](#) on Instagram.

Love Candy





## Berry's Awesome Autumn/Winter Collection 2017: by [@cookiemreport](#)

Yay! It was Plushie Fashion week and me loves fashion. Well not all fashion... me loves plushie fashion. And me is the luckiest monster ever, because me bestie human Berry has a knack for making plushie clothes. Me whole wardrobe - except for 1 sweater me got from the sweet Trudy and Friedhelm for Christmas last year ([@froschjule](#)) - is made by Berry. She knits, crochets and sows all me sweaters and shirts. So... we asked her to make a collection for Plushie Week - it only natural right? This is how our Awesome Autumn/Winter 2017 collection was made.

### Cat Hats: Plushie must have

Our buddies Liam ([@frau\\_otto](#)) and Sid ([@norty\\_sid](#)) already have a cool Cat Hat made by Berry. She says it must be a must have for plushies, because it looks great on all plushies. Well not me... me no have a hat head... but me love it on me friends. We loved it so much, Berry decided that the Cat Hat had to be her must have piece of the collection. The great thing about the Cat Hat is that when you wear it, it looks like you have little cat ears. It super cute!

### Texel - island of inspiration

Berry got the inspiration for the colours of her collection while we were on vacation on the Waddenisland Texel. The ocean, the Dutch cloudy sky, the sand, the ocean... It all triggered her imagination and the fact she has just the colours of cotton yarn with her that suited the whole collection, it all came together in a great Cat Hat collection for our Autumn & Winter at the Beach collection. Because it Summer is not the only season to visit the beach. To keep the collection light and airy yet warm and cozy, Berry choose 100% cotton yarn. It also give it a robust and authentic oceanlook. Awesome huh.

### Collection names

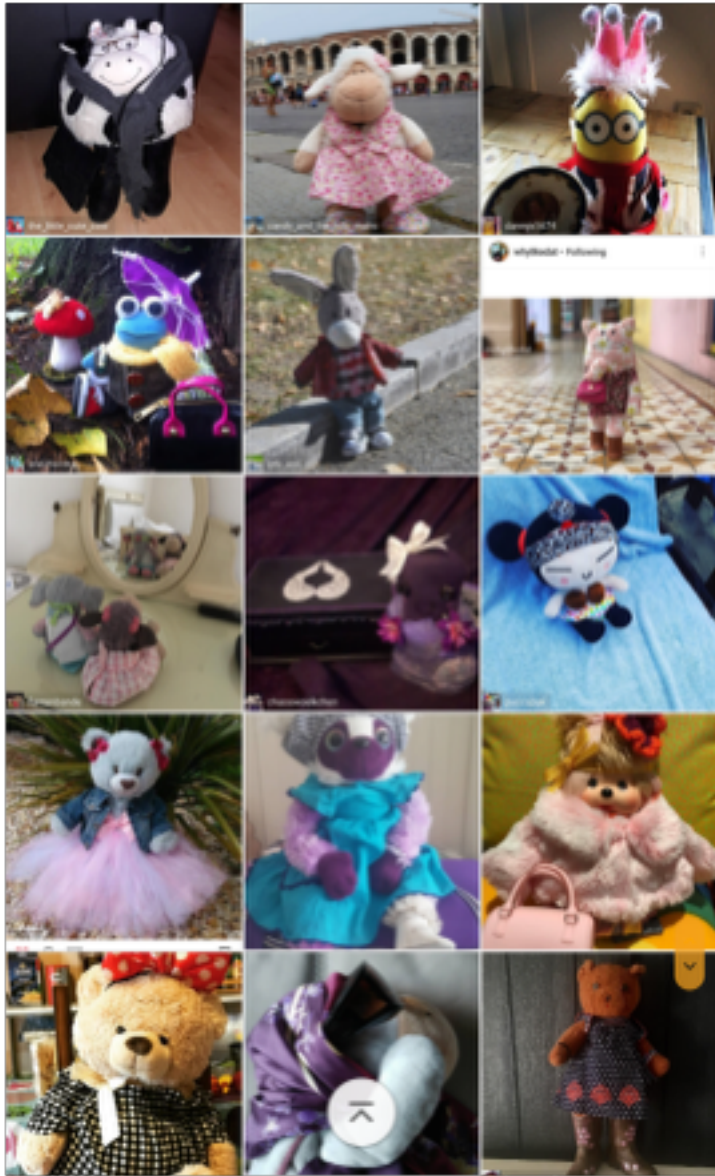
Oh and all the Cat Hats have names too! Bamboo is wearing Seaweed & Seashells, Toffee Foxy is wearing Ruysdael Clouds (after the beautiful sky oil paintings made by the artist Ruysdael), Coral has her Autumn Reefs hat, little Cloudy wears Pearly Mussels, Frights Cat Hat is called Winter Seashell and Bassie loves his Stormy Ocean. Frights and Bassie also have little scarfs to bring the look together.

O yes... normally we complete the look with a cookie badge, but for the photoshoot at the Beach we had no time - and no beige cotton yarn at hand - to put the cookies on. Of course they will be added later! It not a Cookie & Berry design without a little cookie on top.

Well, me hope you like our collection and the little insight of how Berry made this collection.

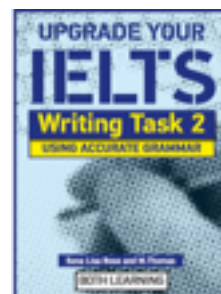
Big Hugs, **Cookie**  
[@cookiemreport](#)



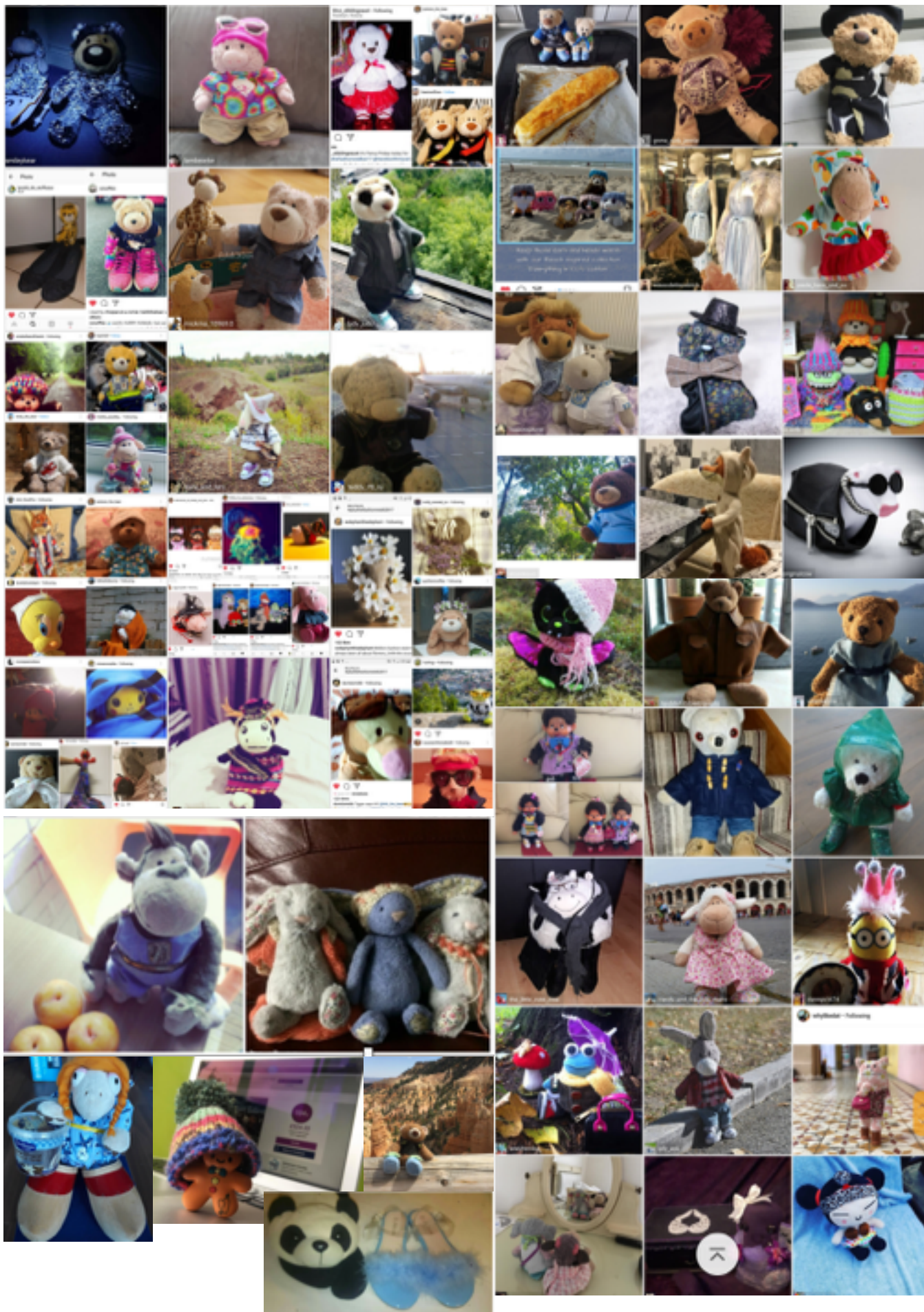


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# Jackson talks outfits with Pets' Mews

by @jackson\_the\_bear

Hello everyone.

My name is Jackson and I live is Australia. Adelaide to be more precise. Topsy has asked me to write about my Fashion Style. I can't take all the credit. I have a Stylist and Personal Shopper. My Mummy.

To be a stylish bear I think you need to be comfortable in what you wear. Have fun with dressing up. Whether it be a suit, costume or just casual clothes. As you know if you follow me I have an extensive wardrobe and trying to choose what to wear can be difficult.

Thank goodness for my Stylist. I only wear 2 pieces of jewellery. A Gold TeddyBear necklace from my mummy and a Bracelet with my Darlin Hope's (@honeygrovebears) name on it.

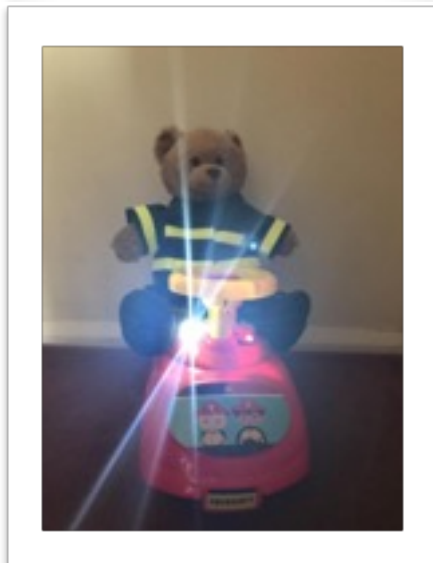


I've take some photos of a few of my favourite outfits. I hope you like them.

Second (right) is my Tux. All good Plushies need a Tux for those formal engagements.



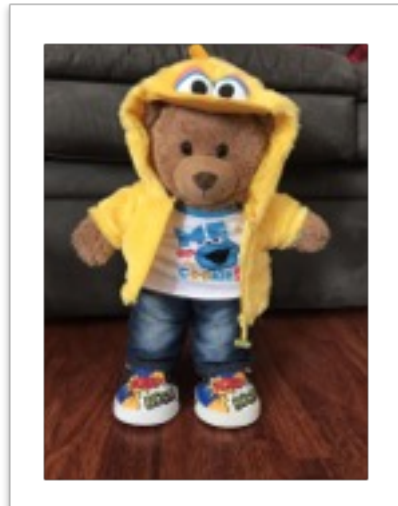
I love this third costume because of My Darlin Hope. She's such Hot Stuff, I need to put out the fire 🔥



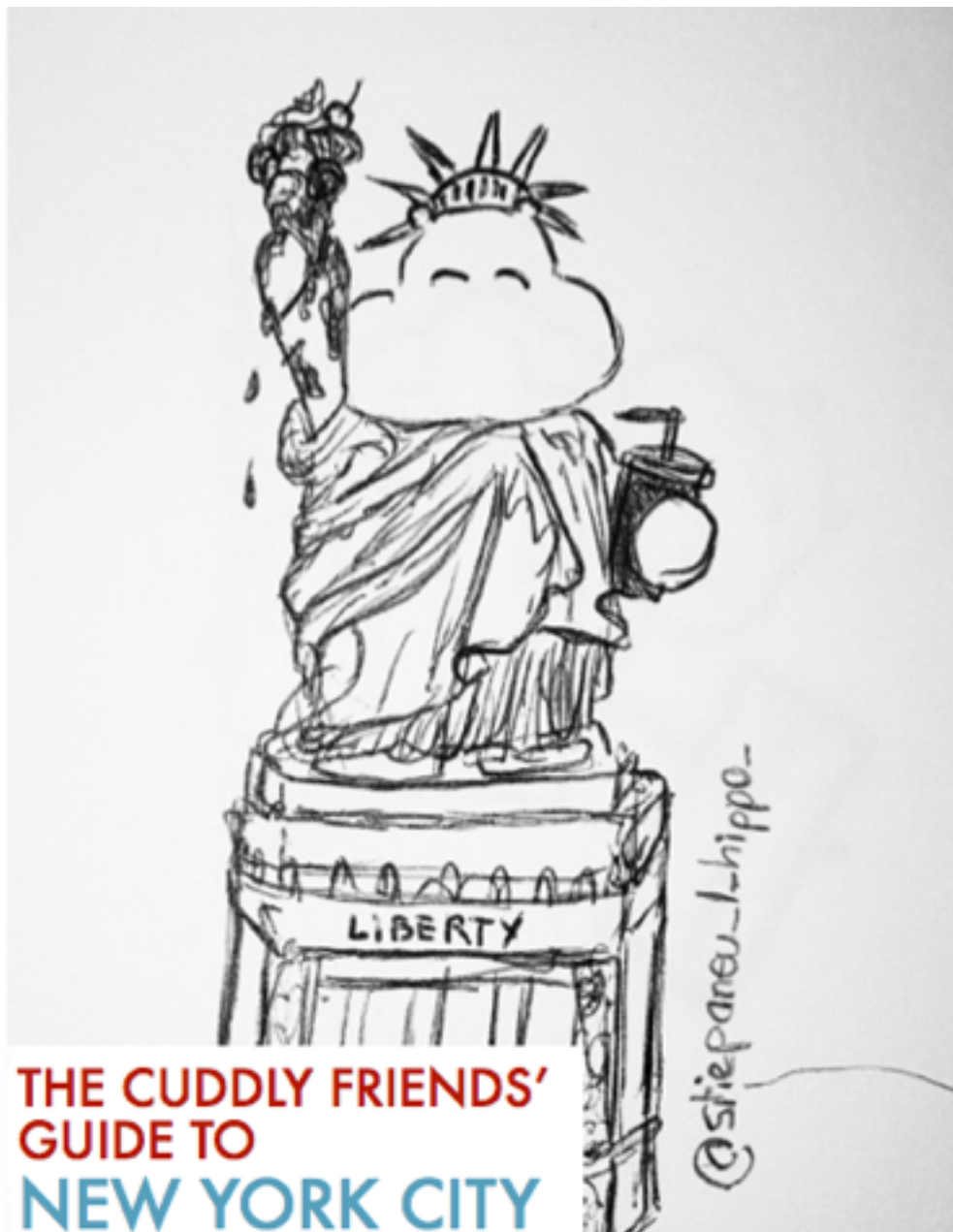
First up (left) is my Harley Davidson gear. I just need the Harley to go with it.

And finally my casual outfit.

Thanks. Love,  
Jackson



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 @dannyx1674  
 @candy\_and\_the\_jolly\_mahs  
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