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HAUTE DOGS FOR THE HOLIDAYS; SOME FASHIONABLE DUDS FOR THE POOCH IN YOUR LIFE.

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Byline: Barbara [De Witt](#) Daily News Fashion Editor

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So go ahead, treat her to a Missoni, Gucci or Kate Spade design just like yours. According to the Holiday Pet Poll, an independent national survey by PetSmart stores, the season's hottest pet gifts look much like the gifts their owners will be receiving. And they're just as expensive.

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Lynn Stulberg, director of PetSmart charities, reported that more than half of the 1,000 pet owners surveyed will be spending as much on their pets as their friends. Most of the pets get to open their own gifts.

Treating furry friends like family is a national pastime - especially so in L.A. The results of American Express Retail Index's 1997 holiday shopping survey showed that on the West Coast people not only buy gifts for their pets, but are

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likely to buy gifts for their friends' pets as well. The survey also showed that in this area, a pet has a much bigger chance that a boss of receiving a gift, according to the poll.

Neighborhood pet stores are stocked with myriad toys, from balls to fleece Santas with a squeaker inside, but upscale department stores and boutiques are appealing to pet lovers, too.

Saks Fifth Avenue in Beverly Hills has a variety of snazzy collars, including a gold-plated herringbone-weave collar that looks like a pricey necklace for \$95 or a black, braided leather collar with a silver locket that's engraved with her name for \$265. And at the Gucci boutique, you can buy a chic black leather and silver collar and leash sporting the Gucci logo for \$275.

At Neiman Marcus, also in Beverly Hills, there's a Parisian-inspired canopy bed for \$1,000. Less pricey is the hand-knit red wool sweater by Missoni with gold buttons that looks an awful lot like a classic Chanel suit jacket, \$85 and up, depending on the dog's size.

Kate Spade, another cutting-edge designer, is doing designs for pets at Neiman's, with novelty print carriers and beds.

For trendier tastes, Hollywood costume designer Sharon Day has created a canine fashion line called RagDog that includes rain ponchos, fleece jackets with backpacks, tuxedos and Santa costumes, priced at \$30 and up, depending on the dog's size. The clothes are top quality, designed for active dogs to really wear and are sold at Euphuria, a new chi-chi pet grooming salon and boutique at 10538 Magnolia Blvd., North Hollywood, (818) 760-2110, where you'll also find leopard-print beds, jeweled '50s-inspired collars in gold or silver lame, and rhinestone charms for collars with such slogans as ``Spoiled" and ``Tuna Breath."

Owners Susie Schofield and Lisa Bodhaine opened their spacious lilac-colored salon with crystal chandeliers and a real pastry case filled with pet goodies about six months ago. Numerous celebs and show-biz folks have discovered the place for elegant coifs, mohawks and dye jobs. Yep, they really dye dogs at Euphuria, but Schofield says it's only vegetable dye that eventually wears off and grows out.

``It's the kind the club kids use," she explained. ``But it's difficult to tint a dog, takes hours and can cost up to \$200."

The grooming staff, headed by stylist Bonnie De Widt, also gives pet massages, manicures (they'll paint your dog's nails), herbal flea dips and teeth cleaning.

Smaller boutiques that specialize in haute dog accessories include the Malibu Colony Company store in Malibu, where you can buy leopard print collars, organic cat nip and pet zodiac charms. And at Doober Dan's in Thousand Oaks you'll find all kinds of pet-friendly gifts, from fancy dog dishes to Christmas tree toppers featuring dog heads in the breed of your choice.

With all the clothes, jewelry and fancy digs, a well-groomed pet needs its own scent, other than flea dip. For the holidays Pet Boutique of Los Angeles offers chamomile pet perfume for stressed-out dogs and a blend of white chocolate and toasted coconut for chow hounds, \$17.95 each. To order, call (888) 261-9333.

Wish lists if pets could talk

If your pets could ask Santa for a gift this year, Woodland Hills PetCo manager Judy Robertson has some suggestions:

Cats want an Adorable toy, which sells for \$4.99. It's a long wire with a furry mouse on the end that clips onto a door frame. Cats can bat it, swat it, bite it or attack it, but the mouse just pops back, and it will keep them occupied for hours.

Rabbits would prefer a special chew treat like yogurt chips or to be allowed to just run around the house freely.

Iguanas love to lie around, so a large rock would make the perfect holiday gift, priced at \$6.99 and up.

Mice and hamsters would appreciate a new exercise wheel, which sells for about \$6.99, or some wood chews would be just fine. They're easy to please.

Snakes, unfortunately, would choose to eat a mouse or hamster for their holiday dinner, no other gift necessary.

Birds would enjoy a Bird Block chew toy, which sell for \$4.99 to \$26.99.

CAPTION(S):

8 Photos, Box

Photo: (1--Cover--Color) On the cover: Daisy is coiffed and ready to open her gifts. All fashions and grooming provided by Euphuria Salon in North Hollywood.

(2--Color) Dixie wears a hat by RagDog. The designer headgear ranges from \$14 to \$20 at Euphuria in North Hollywood.

(3--Color) Dixie's reindeer antlers are \$5.99 at Euphuria, where sweaters sell for \$20 to \$30.

David Sprague/Daily News

(4--Color) Daisy delivers Christmas cheer in a Santa ensemble by RagDog, \$44.

(5--Color) Samhain (it's a girl) is equipped for El Nino in a rain poncho, \$23.99 to \$27.99, depending on size, at Euphuria.

(6--Color) Chester wears a rain poncho.

(7--Color) Wilma's harlequin clown collar costs \$26 at Euphuria.

(8) Daisy can pull her own weight in this polar fleece jacket with backpack by RagDog, \$33.

Phil McCarten/Daily News

Box: Wish lists if pets could talk (See Text)

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