



Company Background

Snub, a lifestyle dog brand, was created to give modern dog guardians pet products that reflect their cultured sensibility and heightened style. Snub takes inspiration from fresh, bold designers such as Paul Smith, Marc Jacobs, and Rag & Bone and interior designers like Phillippe Starck, Kelly Wearstler and Jonathan Adler. We create products that fit within their eco-system of patterns, colors and fabrics.

Coupled with our fashion-focus, Snub also researches the way dogs interact with products. With our first collection of modern dog beds, we studied the positions small dogs take while sleeping. An understanding of their sleeping habits and behaviors have guided the decisions of the height of the frame, washable fabric choices, amount of cotton stuffing and overall shape and size of the structure.

The design of this collection centers on Missioni-inspired patterns called Fiery Bitch, Military Brat, Silver Spoon and Ice, Ice Baby. The colors were influenced by this year's high-fashion collections and the books of Pantone's newest releases. The faux mink fur fabric is a signature of Snub in that it creates the warmth desired from dogs and also mimics the feeling of another furry friend against their back.

Snub is a proud advocate of animal rights and the importance of animal companionship. It is our honor to give 5% of all net proceeds to the Humane Society and our local San Francisco SPCA. These organizations fight for animals that have no voice and help prevent mistreatment or rescue animals in need. We hope our donations bring pets and people closer to finding the true meaning of friendship.



REMY ALLIS, SNUB FOUNDER

Remy is a born entrepreneur. Snub is her third start-up and the challenges of the unknowns within the first year of start-up life is what feeds her desire to find answers and prove her vision is unique.

Ms. Allis' professional path to Snub has been focused in branding, marketing and technology. She began her career in New York City as a brand strategist for many high-profile luxury accounts. She then started a communications agency called Fishtank Brand Advertising. After reaching billings of \$8MM, she sold the company and moved her career to San Francisco to begin a brand consultancy, Allis Inc., working with high-tech clients. She later sold that consulting firm as part of her agreement to join a 700-person technology consultancy as Vice President of Global Marketing + Communication. While professionally she is primed for start-ups, she has been waiting for her personal interests to intersect. This is why Snub was born.

A true love of dogs, especially her Frenchie, and cutting-edge fashion inspired her to create a dog lifestyle brand that caters to a specific niche in the market. She understands the mindset of small dog guardians and believes that the affluent market wants product designs that reflect the uniqueness of them and their pups. In the guardians' mind, no dog is quite like theirs and they want to surround their dog with special gifts that are both functional and mimic their lifestyle tastes. Remy is also a supporter of animal rights and believes it is crucial to give back to those that give us so much.

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