



Lucid Communications welcomes Trigs + Teddy, the adorably stylish pet accessory brand

Lucid Communications is happy to introduce [Trigs + Teddy](#) to their client roster, just in time for the upcoming holiday season. Named after a pair of mini golden doodle brothers she acquired in 2021, founder Carmen Roberts coveted stylish and functional items that make a bold statement without sacrificing her dogs' comfort. Dissatisfied with the options that were currently available on the market, she embarked on a journey to create her own pet accessories.



Since then, she has created two signature looks for the line – Statement Collars and Waterproof Collars + Leash combinations. Alternatively coined "party collars", the Statement Collars feature limited edition designs that are elevated with leather and/or acrylic and feature striking chains and charms. For those who lean towards a bright and colourful aesthetic, the Waterproof Collars + Leash combination is ideal for you. Available in one to three colours and a mix + match option where you can interchange colours to your heart's content. Functional and stylish, your pup can have fun with fashion just as much as you do!

Carmen understands more than anyone that style is a matter of personal preference, which is why she offers custom leashes too. She will help bring your vision to life with her many colour options, a new 5-foot long design as well as letter and charm options. She even creates hands-free crossbody leashes that can be worn in four different ways so that they are tailored to your lifestyle. Since we are gearing up for the holiday season, this is the perfect gift for dog owners in your life. Whether they are a new pet owner or that fashion forward friend who already has a dog, they will love these striking utilitarian pieces. Get into the holiday spirit with Trigs + Teddy!



Discover this season's coveted pet accessories

All collars and leashes are handmade, so designs may vary. Statement collars are only made for aesthetic purposes, so they are not to be used with a leash.



Pearl's Statement Collar - \$40.00

An eclectic mix of acrylic links, gold chain, and pearls, this stunning creation will help your pup make a fashionable statement.





Links's Statement Collar - \$40.00

Sometimes you just want a little sparkle! Add this silver and gold chain collar and choose a charm to add to your dog's OOTD!



Waterproof Collars - from \$35.00

Their Biothane Collars are Waterproof and can have the look and feel of leather. They are soft, strong, flexible, and odourless, meaning they can be used all year round. They're also easy to clean, merging function with style.

Available in an array of colours.



2 Tone Waterproof Collar - from \$45.00

This sturdy PVC-coated collar is a waterproof piece that stands the test of time. Durable, flexible, and odour-resistant, they can be used year-round and are easy to clean, so you and your pup can have a hassle-free experience.

Available in an array of colours.



5-Foot Waterproof Leash - from \$55.00

The 5-foot waterproof leash is the perfect companion to any collar. Constructed to be durable, flexible, waterproof, and odour-resistant. This leash can be one-piece or made with a detachable traffic handle to mix + match to your colours. They offer solid brass, black, and silver hardware options as well as 2 widths in either 1" for larger dogs or a thinner 1/2" for smaller dogs (not all colours are available in all sizes).

Also available in an array of colours.





2 Tone | Waterproof Leash - from \$65.00

This functional leash lends a bold colourblocking aesthetic. Durable, flexible, and finished with solid brass hardware, this piece merges fun with edge.

Available in an array of colours + in black or gold hardware



Set of Collar + Leash - \$85.00

This minimalist leash is a versatile piece. Ideal for a functional and effortless aesthetic.

Available in an array of colours.



Crossbody Handsfree Collection - from \$75.00

This crossbody leash is great to keep your handsfree to run errands, exercise or hold your coffee as you stroll. This minimalist leash is a versatile piece that can be worn 4 different ways. Ideal for a functional and effortless aesthetic.

Available in an array of colours



Add On Bow Tie to your T+T Collar - \$10.00

This dapper bow tie will help your pup stand out from the crowd. Decadent in a multi-colour design, it's a piece that exudes playfulness.

They will make a custom bow tie to complement the collar style you ordered. If you want a specific colour please add in the notes when checking out. While supplies last.



About: [Trigs + Teddy](#) is an infectious pet accessory brand that was built on a bold aesthetic and timeless utility. Inspired by the mini golden doodle brothers she acquired in 2021 and her need for fashionable accessories, founder Carmen created this eponymous brand with style at the forefront. A self-identifying minimalist who loves all things classic black and white, it was important to her to have curated pieces in her wardrobe that transcended day and night. While that may be the case, she wanted these pet accessories to reflect the fun that came with owning a pet. With a keen eye for design, she made each collar and leash in this collection striking in visuals so that your pup can join in on the stylish fun.

Carmen also values quality and uniqueness, which is why she makes all these accessories by hand. Redefined by craftsmanship, function was just as important to her when it came to the design. As a result, she created two signature collections for Trigger + Teddy that include Statement Collars and Waterproof Collars + Leashes. While Statement Collars prioritize style over function with eclectic chains, leather, and charms, the functional and durable Waterproof items are made to add a pop of colour as you use them for your every day strolls. With all the colour combinations available and the interchangeable nature of the items, you can mix and match the collars and leashes according to your mood and preferences.

As someone who forged her own path, she has also made it an option to create custom leashes and jewellery tailored to you and your dog. Whether you want a hands-free crossbody design, a matching bracelet or belt for yourself, or something completely different, Carmen is here to provide functional and stylish pieces that your furry friends can be proud of. Keep your pup in style and shop Trigs + Teddy's trendy pieces today.



For more information on Trigs + Teddy, high-resolution images, sample requests or interviews with Carmen Roberts please contact: michelle@lucidcommunications.ca, or call 323.348.6412

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