

First class treatment

Petstylist grooming boutique celebrates a decade of excellent grooming services.

TEXT **APRIL ZARA CHUA** PHOTOGRAPHY **JAMIE HO**



Behind Petstylist's nondescript shop front is a husband and wife duo who offers professional and exclusive grooming services to their doggy clientele. Slightly over ten years ago, Augustine Lim and Gloria Ho were frustrated with the lack of good quality pet stylists in Singapore, so they took matters into their own hands, literally – they enrolled in grooming courses, engaged in home-based grooming to train and eventually established Petstylist in 2001.

What makes Petstylist so different from the rest? For starters, Petstylist is the only ambassador in Southeast Asia of the ultra-exclusive French luxury pet brand Les Poochs. As ambassadors, they only use Les Poochs shampoos and crème rinses, brushes, and fragrances. Dubbed the

"Louis Vuitton" of the dog world by The Economist, Les Poochs is considered by top breeders and stylists as the finest in the world.

According to Augustine and Gloria, they decided to bring in and use Les Poochs to differentiate themselves by offering something exclusive to their customers: "We are very honoured to be the exclusive representative of Les Poochs given the stringent grooming criteria one has to meet [before being allowed to represent the brand]."

The luxury brand does live up to its reputation and leaves a lasting impression; every dog that leaves the grooming boutique smells of elegance and class. Les Poochs fragrances for pets have been compared to human perfumes like Chanel

No. 5, and offers different scents for males and females, and seasonal scents like Christmas and Summer.

In the hands of the widely-decorated Gloria, a National Certified Master Groomer (NCMG) and sanction grooming judge for Malaysia Pet Grooming Association (MPGA), Petstylist is proud of their close to zero percent shave-down track record. "We have a 'no shave-down' policy – we believe there are no knots that we can't brush out," beams boutique manager Augustine.

It's no wonder why Petstylist doggy clients have been with them for years; some since they were puppies. Petstylist is known to groom and style dogs according to breed standards – up to par with how a Show Dog should be groomed for competition. "We try our best to fulfil the owner's preferences but we always style in accordance to show grooming international standards," explains Augustine. The couple believes that every dog that leaves their salon is their walking testimony and takes pride in the art of grooming – they also provide 100 percent scissor work and handstripping, an art not commonly seen in Singapore.

With such attention to detail, the husband and wife team is still going strong and is showing no signs of slowing down. They have some expansion plans, and they are looking to recruit potential groomers to expand their team. In the meantime, Petstylist is still the place to go for an ultra-luxe service and dog show standard grooming.