



# To Design and Develop Stylish and Comforting Accessories for Cats

Aaesha Solanki (Student)

Dr. Anju Tulshyan (Associate Professor) Orcid Id: 0000-0002-0654-5779

Sir Vithaldas Thackersey College of Home Science

(Empowered Autonomous Status)

S.N.D.T Women's University

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## Abstract

The history of keeping pets shows how animals evolved from functional companions to beloved family members. Humans have kept pets for thousands of years for providing protection, assisting in hunting, controlling pests, and helping with transportation and labour.<sup>1</sup> With the increasing trend of pet humanisation, where pets are treated as family members, led to a rise for pet apparel and accessories.<sup>2</sup> Pet owners are increasingly seeking stylish and functional clothing and other necessary options for their pets.

This growth is driven by a rising number of cat adoptions and increased spending on pet wellness. While precise figures for the cat accessories market in India are scarce, the overall growth of the pet industry and the rising demand for pet accessories indicates a promising future for this segment.<sup>3</sup>

This business initiative investigates the unexplored potential within the pet care market by establishing a venture dedicated to design and deliver innovative solutions tailored to the unique needs of feline companions. These include apparel, ergonomically designed bedding, interactive toys that stimulate a cat's natural instincts, and chic yet practical accessories such as collars and harnesses. The venture aims to combine aesthetics, functionality, and comfort to enhance the quality of life for cats while catering to the preferences of pet owners.

**Keywords:** Aesthetic, Animal, Comfort, Fashion, Pets.

## I. Introduction

In a world where pets are more than just companions, our brand was born from a vision to bring elegance, comfort, and innovation to feline fashion and accessories. Inspired by the aristocratic charm of history and the modern pet-loving lifestyle, we blend sophistication with functionality, ensuring that every cat experiences the luxury they truly deserve. Our journey began with a simple yet

powerful question: Why should only humans enjoy high fashion and premium comfort? With this thought, we set out to create a brand that caters exclusively to cats "offering exquisite apparel, plush bedding, interactive toys, and stylish accessories that reflect both personality and prestige.

## Research Methodology

The research for this project was conducted through a combination of primary and secondary methods to gain a comprehensive understanding of the cat accessories and apparel market. Primary research included surveys and interviews with cat owners, pet store visits, and online polls to assess consumer preferences, needs, and spending patterns. Secondary research involved analysing market reports, fashion trend forecasts, and competitor analysis, along with studying pet behaviour and ergonomics to inform product design. This mixed-method approach ensured that the insights gathered were both quantitative and qualitative, enabling the development of innovative, functional, and aesthetically pleasing products tailored to the Indian market and beyond.<sup>16</sup>

## Objectives

1. To identify the needs and preferences of cat owners regarding apparel, accessories, and bedding.
2. To analyse market trends and consumer behaviour in the pet industry.
3. To design and develop innovative, comfortable, and stylish products that are both functional and appealing.

## Procedure

- a. Mood board (Refer Fig 1)

The mood board drew inspiration from royal elegance, vintage charm, and refined leisure, reflecting a world of luxury and sophistication. It featured soft pastel tones, intricate patterns, plush



textures, and delicate detailing, evoking the opulence of aristocratic lifestyles. Elements like lace, velvet, gold accents, and croquet-inspired motifs brought a sense of playful regality, perfectly blending comfort with high fashion.

b. Colour board (Refer Fig 2)  
The Colour board consisted of soft, regal hues such as pastel pink, ivory, mint green, powder blue, and muted gold, reflecting an aristocratic and serene aesthetic.<sup>7</sup>



Fig 1



Fig 2

### Product Designing & Development

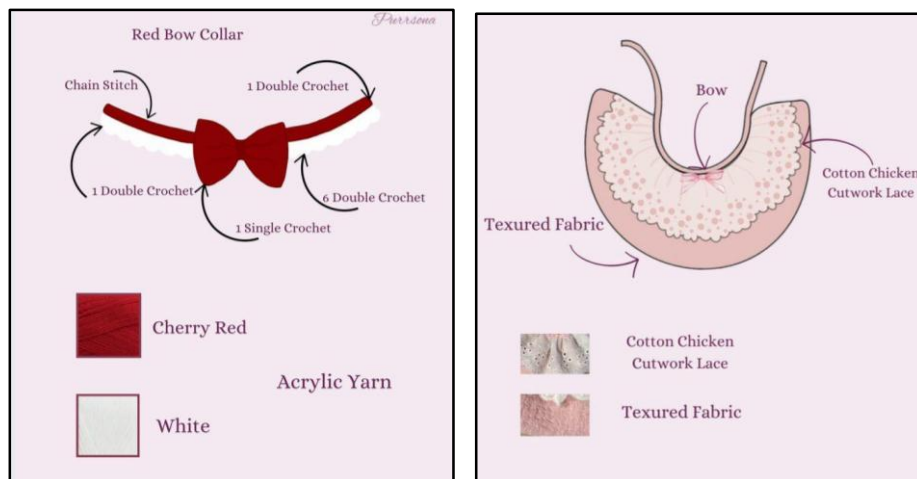
Apparel: The apparel collection was designed to blend aristocratic charm with modern comfort, ensuring that every feline looks and feels regal. Featuring breathable summer dresses, elegant capes,

and themed outfits, each piece is crafted from high-quality, pet-friendly fabrics for maximum comfort. Inspired by luxury fashion, our designs include intricate details.<sup>12</sup>





Accessories: Purrrsona's accessories collection was designed to bring a touch of sophistication, safety, and style to every feline. Featuring handcrafted collars, designer harnesses, elegant belts, and statement, bows, each piece was made with premium materials to ensure comfort and durability.<sup>13</sup>



#### Houses & loungers

Designed for ultimate comfort and style, the collection of cat houses and loungers offers regal retreat for your feline companion. Inspired by aristocratic interiors, feature plush cushions, elegant fabrics, and sophisticated designs that seamlessly blend with any home decor.<sup>13</sup>



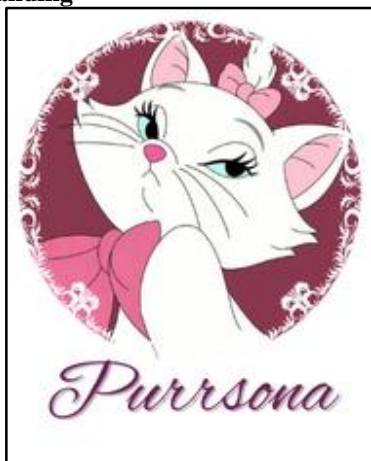
Toys: The luxury cat toy collection was designed to provide endless entertainment while catering to a cat's natural instincts. Featuring interactive feather wands, handcrafted plush toys, and premium scratching posts, each piece is made with safe, durable, and high-quality materials. Inspired by aristocratic playfulness, our toys combine sophisticated aesthetics with engaging functionality, ensuring mental stimulation and physical activity.<sup>14</sup>

#### Costing

The costing of the products was done by keeping into account costs like Raw material cost of fabric and accessories also their consumption, stitching charges,, packaging and delivery charges.They were all considered to keep prices reasonable without losing quality. By sourcing materials locally and managing costs smartly, we made sure our products stay affordable for all customers while still looking stylish and elegant at the same time.



## Branding



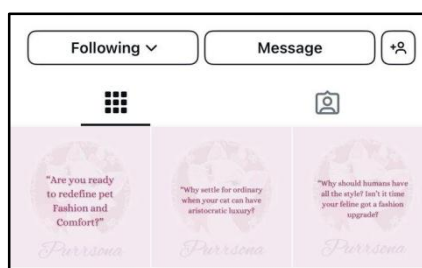
Touch of Aristocracy, Purrsona has it all  
Accessories celebrating individuality and  
charm of every Cat.



Brand Concept: The name “Purrsona” was chosen to reflect the brand’s unique vision of blending personality (“persona”) with the gentle, familiar sound of a cat’s “purr.” It symbolizes the brand’s commitment to celebrating each cat’s individual charm, elegance, and comfort through thoughtfully designed apparel and accessories. The name captures both luxury and warmth, aligning perfectly with the brand’s goal to offer affordable, aristocratic-inspired products that cater to modern

pet owners who view their cats as cherished companions deserving of style and care. “Purrsona” stands for a brand that values quality, sophistication, and the personal bond between pet and owner.<sup>4</sup>Purrsona believed that every cat is royalty, and their accessories should reflect their elegance. By combining artistry, innovation, and affordability, we bring a collection that makes high-end pet fashion accessible to all. After all, pampering your pet is not just a choice, it’s a lifestyle.<sup>5</sup>

## PROMOTION



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## II. CONCLUSION:

The brand PURRSONA promises exceptional customer service, seamless shopping, and premium quality in every purchase. From personalized support to hassle-free returns, we ensure a smooth experience. With exclusive promotions, seasonal launches, and engaging social media updates, we bring luxury pet fashion closer to you. Your satisfaction is our priority, delivering style, comfort, and elegance with every order.

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