

REDDY SOHO. YOUR URBAN BASECAMP



Welcome to Reddy. A place to prepare before your next big adventure together with gear that's stylish for the city, rugged for the trails and sustainable for the planet. Whether you're heading downtown, upstate or across town, this is the place to get Reddy. Let's Go.

petco
THE HEALTH + WELLNESS CO.

REDDY: STYLE MADE FOR LIFE TOGETHER

Designed to Last: Exclusively available at Petco pet care centers and petco.com, Reddy was launched in 2018 and is one of the company's most popular brands, inspired by millennial urban pet parents looking for high-quality, innovative, functional and sustainably-made products for their pets. The brand offers apparel, collars, leashes, harnesses, beds, bowls, feeders and travel accessories for everyday adventures.

REDDY SOHO: YOUR NEW URBAN BASECAMP

Pet-Centric Retail Experience: Reddy SoHo, located at 125 Prince Street, is the first concept flagship exclusively featuring an owned brand from Petco. The 1774 square foot boutique offers curated Reddy merchandise and pet-centric experiences such as a lounge area, adventure concierge (to come), fitting station, customization services, "Bark Board" for community updates, pet polaroid wall, complimentary pet treats and whipped cream cups, water stations and a JustFoodForDogs pantry.

Thoughtfully Designed: Designed in partnership with Little, Diversified Architectural Consulting and Droga5 as an edgy, urban boutique inspired by industrial design and complemented by Reddy's bold color palette, patterns and textures, Reddy SoHo provides pets and pet parents with a thoughtfully-designed space to bond, recharge and find the latest must-have gear to style their best lives together. The store was created with sustainable materials such as reclaimed wood and salvaged brick and features innovative retail design and digital elements that offer an elevated, curated shopping experience for guests.

Media Kit:

- [Reddy SoHo Press Release](#)
- [Hi-Res Store Images](#)

MEDIA CONTACTS

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Reddy Brand Quick Facts:

- Premium lifestyle owned brand for dogs, launched by Petco in 2018
- Inspired by adventure-seeking millennial urban pet parents
- Products designed with clever, functional solutions and innovative fabrications
- 90% of portfolio created with sustainable materials
- Available at Petco locations nationwide and online at petco.com/reddybrand

Reddy SoHo Quick Facts:

- Located at 125 Prince Street (between Prince & Wooster), NYC 10012
- Hours of operation: 9 a.m. to 9 p.m. seven days a week
- Pet-centric retail experience featuring:
 - Virtual adventure concierge (to come)
 - Pet fitting stations
 - Customization services
 - Complimentary water stations, pet treats and whipped cream cups
 - "Bark Board" community updates and pet polaroid wall
- Exclusive Reddy merchandise (to come)
- JustFoodForDogs fresh nutrition station, offering high-quality dog foods, treats and supplements
- Customers can apply [Petco Pals Rewards](#) and Petco gift cards to in-store purchases and make appointments at local Petco pet care centers locations for grooming, training and veterinary services

Reddy SoHo
125 Prince Street
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