Hurricane Cassandra set to play havoc with Italy's dog population

Saturday 27 October, 2012

October, 27 (ITALY) - Zei Cinofilia is preparing stocks of dog raincoats, fleeces and tops for a cold weather front that is due to take hold of Italy in the next few days. Meteorological organizations are suggesting that temperatures could drop by as much as 10C over the weekend, with strong winds making the actual temperature feel much colder.

“As normal in Italy we enjoy a long, hot and humid summer but this is the first bad weather front that we’ve seen since the sunny spell began back in June. Dogs will still need to be taken out for walks and need to be properly dressed to ensure that they do not suffer in these extreme weather conditions”. Says store owner Chiara Zei.

As part of an effort to make sure that dog owners can get the very best coats and all-weather accessories for their pet, the shop is running a special promotion giving customers a special ‘bad weather’ discount which can be used when making purchases online through to the end of October. The coupon “OTT10QQ” can be used during checkout.

It’s not just coats for the winter that Zei Cinofilia provides to its four-legged customers. Florence has a long tradition of handcrafts, particularly in leather, and on the website owners can find unique one-off hand-made collars and harnesses made to the very highest standards.

The pet shop also boasts English speaking customer support to help its clients make the best choices for their pets when they visit the website. Although the website is in Italian an email to info@zeicinofilia.it will start the order process, with payment requests sent by email. But it’s not just coats and collars; there are over one-thousand select products to choose from in their online store.

--Ends--

Additional Notes:

Zei Cinofilia is a specialist pet shop based in Florence, Italy, which this year celebrates its 50th anniversary. The pet shop delivers high-quality pet accessories to its customers found all over the world. The shop is one of very few giving choice to a range of products not tested on animals, and for those pets that suffer from allergies.

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Media:



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