

Rescue dogs become fashion models for the day in a bid to find their perfect match

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12 lucky rescue dogs, searching for their forever home have been handpicked to be top models in a new campaign for Manchester based clothing brand Uskees.

In an unusual fashion shoot, the human models teamed up with canine partners from the Manchester based Dogs 4 Rescue to show the dogs in their best light, helping potential future owners to imagine them living their best life.

Founder of Dogs 4 Rescue, Emma Billington said,

"We are always trying to change the perception of rescue dogs as many people still opt to pay thousands of pounds to a breeder when there are thousands of perfectly rehome-able and often young, healthy dogs available in rescues. We thought this was a fun way to show people that our dogs are happy, healthy, well-mannered dogs who would make the 'model' pet. We're really pleased with the way the campaign has turned out - it demonstrates that there's a perfect rescue out there for everyone – whatever your circumstances or lifestyle"

Wayne Fearnley, Brand Lead from Uskees said,

"When we heard about Dogs 4 Rescue, and the amazing work they do, we wanted to help. Our clothing brand is all about encouraging a stronger and longer lasting relationship between people and their garments, and so we thought it would be a great fit to help these dogs find their forever family to create that strong, lasting relationship with.

"We came up with the theme of dog shows and challenging the old stereotypes of what a best in breed or a best in show should look like. We believe that rescue dogs are every bit as worthy of these titles as a pedigree show winner and wanted a campaign that would show off the different personalities of the dog. The message behind it is that everyone can find their own perfect rescue dog – one that matches your energy, your vibe, and your lifestyle."

One of the models Bonny, a 3 year-old Spitz cross, was left abandoned in a house and taken to a council pound. Having found her confidence again at the rescue she was the perfect princess relishing in all the pampering and looking like a prom queen. Bonny would like a quieter home.

Peppa, a 7 year old Staffordshire bull terrier came into Dogs 4 Rescue's care after her dad sadly passed away. Described as 'a real diamond of a dog' she is incredibly loving and sees herself as something of a lap dog. Peppa loves everyone she meets and will give you her heart completely.

There are currently almost 50 dogs available for rehoming at Dogs4 Rescue. Founder of Dogs 4 Rescue explains why so many dogs are in need of a new forever home,

"It's a perfect storm. In 2020 when we went into lockdown, lots of people were working from home and so they got a puppy. Unfortunately for many people this wasn't a permanent situation and when they went back to the office, found they couldn't meet the dogs needs and so we started to see an increase in the numbers of dogs surrendered to rescues up and down the country.

"Then came the cost-of-living crisis, which was devastating for many humans and pets alike. So many people struggled with the costs of food and veterinary care and so the numbers of surrendered and abandoned dogs surged again to the record levels we have now.

"Rescues everywhere are full. Local authority pounds are full. Euthanasia of young, health family pets is on the rise. I think people would be shocked to hear that thousands of healthy young dogs are put to sleep each year simply because there is no-where for them to go.

"The people at the pounds and in rescues are working tirelessly for every dog but it's a challenge every single day because breeders continue to bring more dogs into the world and people continue to buy puppies. We're asking people to consider rescue as the first option. I think people would be surprised at how many wonderful, loving family pets are out there. We offer a full one month trial before asking if you want to move forward with adoption, because for us it's all about finding the right fit"

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About Dogs 4 Rescue

Dogs 4 Rescue is the UK's pioneering, kennel-free dog rescue based in Manchester, powered by companionship, freedom and love. We rescue UK pound dogs facing euthanasia and help problem cases from other UK rescues, as well as rescuing dogs in desperate need from around the world.

Instead of being confined to kennels our rescue dogs live happily as a pack while they wait for their forever homes. They have no idea they are homeless and live, eat, sleep and play together in packs which prevents loneliness, kennel-stress and separation anxiety and keeps their doggy social skills high. We specialise in pack rehabilitation; our dogs who cannot be rehomed help new dogs settle in and reconnect with their inner dog.

We offer lifetime rescue back-up and have successfully rehomed over 2,700 dogs since forming in 2013. Our original site in Irlam is our rehoming centre and in 2023 we opened the doors to Rescue World, a 40 acre site set in the Lancashire hills near Accrington. We hope to start work on Phase 2 this year which will create 20 new rescue spaces at a time of unprecedented need.

About Uskees

Uskees is a UK brand specialising in joyful riffs on classic fashion. Our long lasting, considered designs are our way of weaving an aura of magic around contentment and creativity, around life lived well and to the fullest.

We want anyone who wears Uskees to feel so confident and comfortable that they're freed up to focus on what's important — to be in command of their destiny whatever form it may take. Our inspiration is the arts and culture, and the people and places behind it. Whether we're flushing a design with bold, tactile colours, introducing bespoke elements or unexpected technologies and materials, the idea is to stay true to the spirit of the garment whilst recontextualising it through a modern lens.

We want to encourage a stronger, more lasting relationship between you and the garments you wear. To that end, our products are only ever made using premium, durable fabrics, and they're reinforced, triple-stitched and flat fell seamed wherever needed. We also offer a free repair service and buyback scheme for our members.

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