

- TOP DOG TEXTILES - SUPPORTING THE DOGS TRUST

BRAND NEW COLLECTION & PHOTOGRAPHY

Known as a nation of dog lovers, it seemed a natural fit for British brand AGA Cookshop to embark on a canine journey. Long has there been a strong relationship with AGA owners and their pets, so developing a beautiful range of textiles that embraced this bond was the next step in the brands 'personalised' approach.

Keen to involve its loyal customer base from the outset, AGA Cookshop sent out a request to AGA owners to send in favourite photos of their beloved dogs. From an impressive number of entries, the brand were then able to analyse the nations dogs and develop a beautiful print which proudly displayed the top 8 breeds – AGA's most popular pooches!

Aptly named 'Top Dog', the collection is fashioned from stylish hand-drawn images of the most popular dogs, dotted across a base of warm cream cloth framed with a black trim. Including an Oven Gauntlet, a Tea Towel, Apron, Double Oven Glove and AGA Chefs Pad, these playful designs are sure to brighten up any kitchen space.



NEW Top Dog Textile Collection – NEW Photography

With dogs at the heart of this new collection, AGA Cookshop were keen to explore options for how these cherished animals could also benefit from the launch of these stunning textiles. Therefore the brand were thrilled when they were able to work with the longstanding charity the Dogs Trust! Supporting this worthwhile cause through sales of the collection, 5% of all the proceeds will be donated for every piece sold in participating AGA Shops – a woofing great idea!



Apron £25



Double Oven Glove
£25



Gauntlet £22



Chefs Pad £13



Tea Towel £7.50



Bolov the Dashchund, Bella the Labrador and Brynley the Spaniel AGA Cookshop's Top Dogs

Renowned for undeniable quality fused with the best in innovative design, the AGA Cookshop textiles are the ideal purchase for any home. The Top Dog collection is printed onto superior canvas cloth which has been selected for its robustness and attractive weave. The Gauntlet, Double Oven Glove and Chefs Pad also feature terry cotton in its make-up which gives amazing flexibility, comfort and the best possible heat protection coupled with an impermeable steam and grease barrier.

With a passion for pets, AGA Cookshop is taking the collection one step further by selecting 8 of the dogs and their owners to become 'AGA's Official Top Dogs'! Profiling each of these fantastic pooches teamed with why they love their cookers on the AGA Cookshop website, fans of the textiles will be able to learn all about the dogs behind the design and fall in love with each one of their adorable personalities.

The collection is available online and in AGA stores from 25 April 2015. To find your nearest store or peruse the range please visit the website at www.agacookshop.co.uk or call 0800 8046296 (landline) or 0345 345 345 2823 (mobile).



For merchandise loans, images and expert comment from AGA Cookshop contact Clare Allan or Laura Stafford-Deitsch at Hillgate on agacookshop@hillgatepr.co.uk or call 020 7384 2476