



## Niche Biz: Pawparazzi Pets

### [Business Opportunities:](#)

Why should *Paris Hilton* and *Britney Spears* have all the fun? Now a kid can have a pet as fashion accessory without bothering a real, live animal.

Brothers *Chris* and *Eric Ryan* started Noodle Head Inc. in 2003 with products including kits for people to design their own flip-flops and Chinese kites.

Expanding into fake pets and accessories stemmed partly from *Chris Ryan* observing that his own 2 daughters 'were infatuated with anything small, cute and furry... and they particularly enjoy the whole glitz, glam, dress-up aspect of play.'

A major score was getting [Pawparazzi Pets](#) in Nordstrom last year. Coming this month, several new models and a luxury hotel for them to cavort in.