

WELLNESS CAUSES TRENDS INTERVIEWS RESCUE LIFESTYLE

HamptonsPet

THE GLOBAL LUXURY PET MAGAZINE

JOHN PAUL DEJORIA

CULTURE OF GIVING

SAVING DOGS
YULIN CHINA

BOLD & PASTEL
**SUMMER
LOVES**

INTERIOR DESIGN
**SOPHISTICATED
LIVING**

PLUS!

**NEW YORK
PET FASHION
SHOW**

A FEAST FOR RESCUES

Sophisticated Living

These two experts in luxury design understand that style is not just reserved for humans.

Owners of **Unleashed Life** (UL), J. Kent Martin and Nathan Taylor, started their luxury pet products company with everything they needed to be successful: a big idea and big hearts. Without a complex business strategy or even the time to second-guess themselves, they followed their instincts and led the pet market into a new phase—luxury, lifestyle-driven pet products.

Combining two life-long passions—interior design and a profound love for animals—J. and Nathan created a business that has gone from “startup concept to singular success” in less than a decade. Before UL, they were a seasoned duo of devoted dog dads running multiple design-related businesses from their home. As the luxury pet industry came into its own, so did their spontaneous startup. Today, UL is found in pet boutiques and retailers worldwide.

“In retrospect, designing pet-related products was a very natural extension of our passion for helping people live well,” explains J. “For us, it didn’t seem that out of the box.

We love our pets and we love great design. Style is not reserved for humans.”

As the luxury pet industry continues to thrive, consumers no longer have to choose between uninspired dog

Using chic innovation and luxury to combine interior design and love for animals, Unleashed Life is a leader in the pet market.



ABOVE, With a strong belief that beloved pets should also enjoy the finest in life, pet dishes are catapulted to a class of their own. INSET, Owners J. Kent Martin and Nathan Taylor are truly an American success story. LEFT, Sophistication, chic and sexy lines extend to pet living as well.



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bowls or low quality pet accessories. UL offers high-styled pet bowls, elevated feeders, pet beds, treat canisters and more. “We always see the needs of the pet, but through the lens of a style-driven human’s aesthetic,” says Nathan. “We don’t exclude one point-of-view for the other.”

At least a half dozen muses in the form of go-to-work dogs accompany the dedicated staff to and from work, reminding them that success often comes when passion intersects with opportunity. Almost ten years after the innovative pet company launched, each member of the UL team, the two-legged and four-legged, happily and whole-heartedly take their big ideas, and big hearts to work everyday.

Pet design and people design just gets better and better. 1P

PHOTOGRAPHY JEREMY MASON MCGRAW