



Build-Your-Dog

Pet Design

About Us

Originally conceived as a breeding kennel based in London for the propagation of different breeds of dogs in 1993, Build-Your-Dog has now turned into a global company that manufactures pet dogs with diverse functionalities appealing to diverse consumer demographics. This year is our 100th anniversary of manufacturing unconditional love, every-day companionship, loyal friendship, lots of hugs and endless fun for human beings through the designing of more than 600 million pet dogs across the globe!

Who We Are

Today we stand among the most loved and respected dog design companies in the world.

What We Do



With more than 500 stores across the world and attentive customer service, our unmistakable characters have gained the trust and affection of customers from different cultures and different families. Today we stand among the most loved and respected dog design companies in the world. We aim to customise adorable and long-lasting pet dogs according to your own personal preference for you and your family members. Our biologists, scientists and engineers spend hours and hours in the laboratory until your dream dog is born. As we continue to evolve, our team will continue to focus on inventing new breeding methods and providing more options to satisfy all your imaginative personal needs. Our mission is to add more sweetness to your family!



Far more than just allowing you to personalise your dog's size, eye colour, and texture of the fur, we have been offering various options also for its voice, personality and even life habits. This year, we have even innovated our technology for artificial breeding and further extended your choices by creating multi-functional dogs that serve not merely just as a companion but also for practical use. Our company aims to create the most adorable creature that relieves your loneliness, anxieties, and solves all the other problems that human beings failed to help you to deal with (or brought you about!).

Please see the Customise Your Dog section for more detailed product information!

What Does the Build-Your-Dog Company Do in 2090?

The Origin of the Dogs

Dogs were genetically diverged from wolves and then domesticated by people for different purposes.



As time goes by, the relationship between human and the dogs are more and more characterised as an emotional bond, which is emphasised by the loyalty of the dogs to their owners and human's emotional attachment to their dogs. And the role of dogs as ritual sacrifice and working dogs became pet dogs who offer emotional support and faithful companionship for their owners. For centuries, dogs have been offering us love and values whose importance for us even exceeds our family members and other fellow creatures. Thus, in which ways are dogs beneficial to us?

In 2021, the vet Bruce Gogle claimed that the studies of the genetics of dogs showed that the earliest dogs diverged from an extinct wolf species in China probably 40,000 years ago (that is, about 37976 years Before Common Era). As a result of trade and conquest, the dogs from China were brought to Europe, and then mixed with European dog breeds which evolved from European wolves, which eventually became working breeds such as the Greenland dog, the Finnish spitz and the Norwegian elkhound.

Indeed, Chinese people's passion for dogs has started since a very ancient time. In 2024, in the lecture "A Tomb of One's Own: The Changing Role of Dogs in Early Chinese Tomb Assemblages", Dr. Kelsey Granger explored the changing role of dogs in China from Shang dynasty to Tang dynasty (1600

BCE - 907 CE). She argued that dogs were "shaped by social and emotional considerations", and were used by humans as a source of food, as hunting dogs, as guard dogs, and for ritual and sacrifice purposes. A similar unbreakable link between humans and dogs also exists in European society. The earliest dog remains discovered in Europe were examined to be precisely 14,323 years old, and archaeological evidence has shown that man's domestication of dogs in Europe dates back over 14,100 years.[Luc Janssens, Li-ane Giemsch, Ralf Schmitz, Martin Street, Stefan Van Dongen and Philippe Crombé, 'A New Look at an Old Dog: Bonn-Oberkassel Reconsidered', Journal of Archaeological Science, vol.92 (2018), pp.126-38] In European historical context, dogs were also trained and used as hunting dogs, guard dogs, as well as ratters.

Why Do You Need a Dog



Early in 2019, two Swedish researchers investigated the heritability of dog ownership in a large twin sample including all twins in the Swedish Twin Registry. It concluded that the heritability of dog ownership is over 50 per cent for both men and women. That is to say, some people may be genetically attracted to the idea of keeping a dog at home.[Tove Fall, Ralf Kuja-Halkola, Keith Dobney, Carri Westgarth and Patrik K.E.Magnusson, 'Evidence of large genetic influences on dog ownership in the Swedish Twin Registry has implications for understanding domestication and health associations', National Library of Medicine, Sci Rep. 9: 7554. (2019)] Apart from genetic influence, there certainly are other reasons for humans to have a dog.

Firstly, humans find dogs attractive because dogs are cute and they look straight into our eyes. Konrad Lorenz, who was the first to attempt to scientify "cuteness", suggested that certain characteristics of babies, for example, large head, small body, big eyes, roundness and softness prompt humans' feelings of protection and affection.[Melanie L. Glocker, Daniel D. Langleben, Kosha Ruparel, James W. Loughhead, Ruben C. Gur and Norbert Sachser, 'Baby Schema in Infant Faces Induces Cuteness Perception and Motivation for Caretaking in Adults', National Library of Medicine, 115(3) (2009), pp. 257-263] In addition to its cuteness, what makes dogs distinctive from other animals with similar appearances is that they know how to use looking back into humans' eyes for help when they meet problems as a social strategy. This "looking into humans' eyes" could cause our brains to secrete a hormone which is associated with bonding and trust. Because of our feelings to protect baby-like and our instinctive reaction to help the helpless, dogs had won humans' love for centuries. Moreover, people also argued that our addiction to dogs also lies in our pursuit for beauty. Just like we're so captivated by the colour and beauty of the flowers that we create new hybrids and tailor their features to our own tastes, to create beauty is also a part of the impulse to breed dogs for their looks. And today, we are so lucky that our cutting edge artificial breeding technology has allowed us to create dogs with different kinds of features according to our own aesthetic tastes and preferences.





Despite our inherent needs for dogs, adopting dogs has numerous advantages for our well being. For example, touching dogs – by burying our hands into dogs’ fur – makes us feel safe and secure. In John Bowlby’s theory of attachment, he suggested that a sense of security and safety can be formed from the soothing effects of touch, which is important for human beings throughout life. As infants, when we are touching Mummy, our brain releases the chemicals named dopamine and serotonin that make us feel physically better. After growing up as adults, we benefit from the comforting effect by stroking our pets.[Sigal Zilcha-Mano, Mario Mikulincer and Phillip R. Shaver, ‘An Attachment Perspective on Human-pet Relationships: Conceptualization and Assessment of Pet Attachment Orientations’, in Journal of Research in Personality, Volume 45, Issue 4 (2011), pp.345-357] As vet Fogle claimed that “when stroking your dog’s soft, sensuous, warm coat, the pleasure centre in your brain lights up like a Christmas tree”! As a result, this physical touch not only improves your immune system, also cures your stress, psychological distress and wipes your melancholy away.

Dogs have also been used as emotional sponges in history. According to an interview taken in 2024, when being asked why they adopted their dogs, the dog owners gave such answers: “because they give unconditional love”, “it is adopted because it helps us self healing during pandemic”, “because I broke up with my boyfriend and I think get a puppy can help me to cure my broken heart.”, “My two daughters bought him for me after my husband passed away”, “because my children were at an age that they needed a companion which they did not have to talk to but could give them the love they need”, “because it’s kind of physical preparation for our preparation for pregnancy to get ready for a responsible mindset for a child. And we wish the dog can also have companionship with the child growing up ...”. People depend a lot on the dogs to cure their feelings, heal their loneliness and even solve their family conflicts. Just as Fogle had stated that “not only as child substitutes, but also as parent substitutes, we express our feelings, store our unspoken thoughts and share our trust and honesty with dogs when we are unwilling to share it with other people.” Gradually, dogs have become an indispensable part of human life.

However, people in 2024 were badly troubled with dogs’ yucky habits.



For example, they complained that “it’s very hard when they are peeing everywhere”, “they always feel that they need to bark”, “he goes especially in the muddy pool and he doesn’t listen”, “they are particularly good at making messes all over the home” ... Nowadays, we are finally able to breed the most ideal dogs to your home without bad behaviours. With a variety of functions and features to choose, you can always find your favourite dog to be your life companion, your therapist, and your closest family member. Please don’t hesitate to move to the next section to browse our rich collection of dog breeds, as well as instructions for how to choose your favourite dogs!

Customise Your Dog

Customization fees (dogs not included)

The Package



Reading Dogs - Your mobile library

Basic: \$50 - \$100

High-end: \$200 +

In this era of knowledge explosion, we bring you a new smart pet concept - reading dog. It is not only a loving companion, but also your personal mobile library, ready to enrich your intellectual and cultural life. It will take you and your family into the ocean of knowledge, enjoy the pleasure of reading and the joy of growth.



The Pillowdog-Your comfort guardian

Basic: \$50 - \$100

High-end: \$200 +

In our increasingly busy modern life, we seek not just a pet, but a companion that can bring us practical comfort and functionality. Introduction to the Pillowdog: A revolutionary design that blends the warm companionship of a dog with the comfort of a pillow to provide support and fatigue relief, bringing unprecedented convenience and comfort to your life.

The Package Customization fees (dogs not included)

Office Dog

your multi-functional assistant

Basic: \$50 - \$ 200

High-end: \$300 +

In the fast pace of modern life, we have brought a new concept of practical pets - office dogs. Not only is it a loving companion, but it is also your effective work and study helper, with a variety of common tools designed to bring unprecedented convenience to your office and study space. They are cleverly hidden on this adorable pet, so let the dog become more integrated into your work environment.



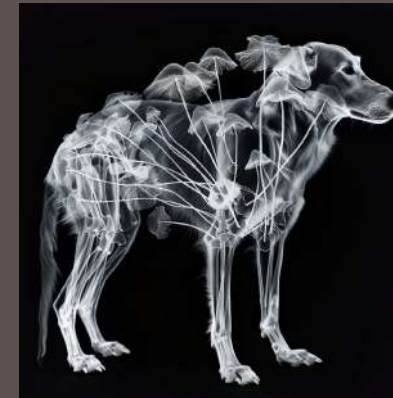
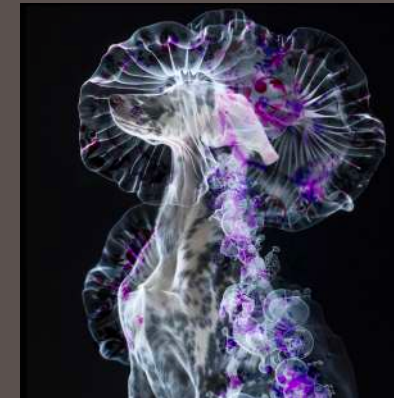
Mushroom dogs

Tasty guardians of nature

Basic: \$500 - \$1,000

High-end: \$1,500+

In the pursuit of sustainable living and natural affinity today, we bring you a new ecological pet concept - mushroom dog. Combining the loyal companion attributes of dogs and the natural nutritional value of mushrooms, it aims to bring a healthy, sustainable lifestyle to your family.



Harvest Dog

Your mobile fruit garden

Basic: \$500 - \$1,000

High-end: \$2,000 +

In today's era of pursuing a healthy and green life, we have brought a new concept of ecological pets - harvest dogs. The perfect combination of a dog's companionship and loyal characteristics with a natural supply of fresh vegetables and fruits is designed to provide you and your family with a new, sustainable way of life.



Super Mechanical Dog

A pet companion for the technology

Basic: \$3,000 - \$ 8,000

High-end: \$10,000 +

Embracing the future, we are delighted to present the Super Mechanical Dog - an advanced mechanical companion integrating state-of-the-art technology and forward-thinking design. More than simply a pet, it represents a complete intelligent system meticulously engineered to enhance safety, convenience, and enjoyment in your daily routine. With its state-of-the-art monitoring capabilities, exceptional performance, and versatile multi-functional intelligent assistant, this remarkable creation stands as a testament to innovation and is unquestionably deserving of your ownership.



The Flower Dog

Customize your garden companion

Basic: \$5,000 ~

High-end: \$20,000 +

A revolutionary custom pet that harmonizes the loyalty and energy of a dog with the natural beauty and vitality of flowers. These unique companions serve not only as constant companions but also as living ornaments, bringing a touch of natural splendor to your living space.

Beyond their visual allure, Flower Dogs symbolize the profound bond between humans and nature, embodying a commitment to sustainable living and environmental stewardship. By embracing these extraordinary companions, we not only enrich our lives with their unwavering companionship but also deepen our appreciation for the beauty and harmony of the natural world.



The Gem Dog

customize your precious companion

Basic: \$5,000 - \$10,000

depend on what gems you want decorate in the dogs

High-end: \$100,000 +


In the world of luxury, pets are more than just companions; they are reflections of personal taste and status. Imagine combining the loyalty of a dog with the timeless beauty of diamonds and jewelry.

Pets in this realm are symbols of affluence and refinement. Picture a majestic dog adorned with diamond-studded collars, showcasing the owner's wealth and sophistication. Luxury boutiques offer couture clothing, gourmet treats, and spa treatments for pampered pets.



The Package

Customization fees (dogs not included)



In the year 2090, we find ourselves in a highly advanced and technologically driven era. However, amidst this progress, our desire for nature and emotional connection remains timeless. In this fast-paced and bustling modern life, pets serve not only as faithful companions but also as bridges to reconnect with nature and find inner peace. Against this backdrop, our company takes pride in introducing an array of innovative high-end customized pet products, blending luxury, artistry, and natural beauty to offer unprecedented experiences and enjoyment for you and your pets.

Through our products, you can experience firsthand the perfect harmony between pets and nature. We not only offer exquisite custom pet clothing, jewelry, and accessories but also strive to incorporate natural elements into every design. Whether it's delicate floral embellishments, verdant plant patterns, or the use of natural materials, our products reflect our deep respect and love for nature.

Our vision is to create a comfortable, luxurious, and vibrant living space for you and your pets. We firmly believe that through our connection with nature, we can bring you more joy, tranquility, and happiness. Therefore, we will continue to innovate, constantly improving the quality of our products and services to provide you with a superior and personalized experience.

Finally, we sincerely thank you for your support and trust in our company. We are committed to ensuring that you and your pets always enjoy the best products and services. We look forward to embarking on future journeys of exploration and growth together!

Wishing you and your pets a joyful life!

Best regards,
Build-Your-Dog Team

Afterword

