

Methods of Translating





What do we perceive as cute?



Dogs as accessories and/ or as symbols of ownership and class
(Selling Sunset, 2025)



Please click on the image to view the clip.

'Too Far Gone' (2025) Selling Sunset, Series 9, Episode 3. Netflix.
Available at: Netflix (Accessed: 5 November 2025)

COMMODYFING FIDO: PETS AS STATUS SYMBOLS

A Thesis

by

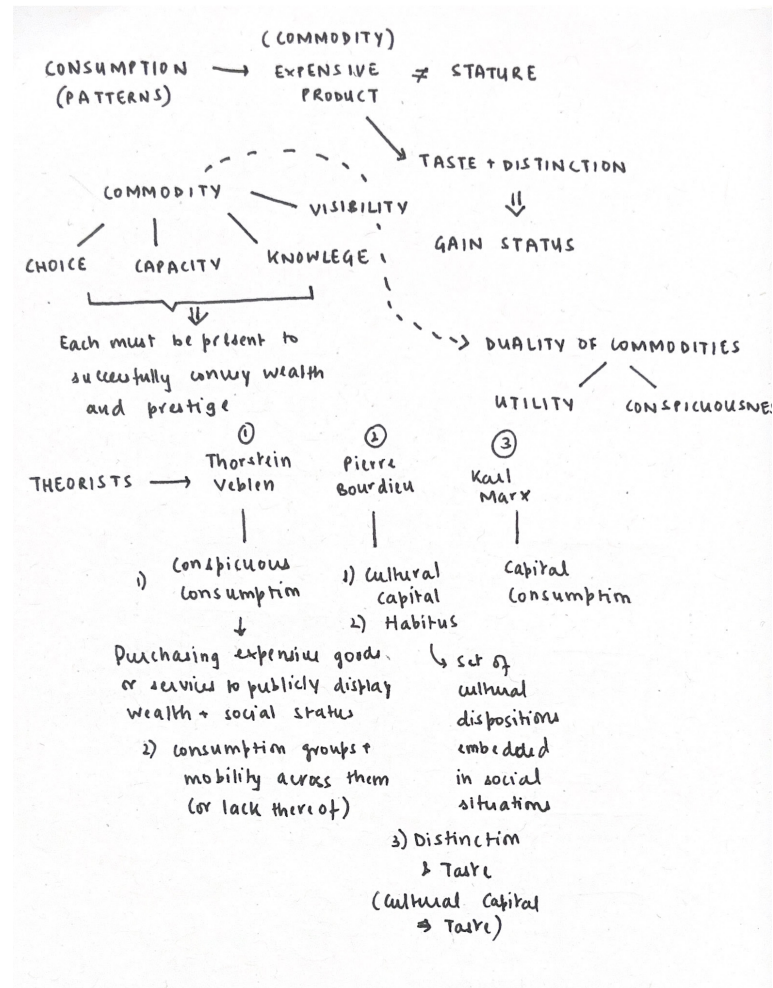
APRIL M. PLEMONS

Submitted to the Office of Graduate Studies of
Texas A&M University
in partial fulfillment of the requirements for the degree of

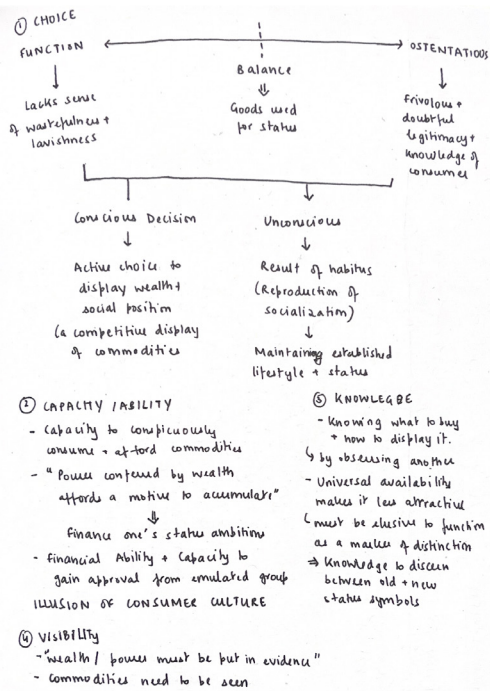
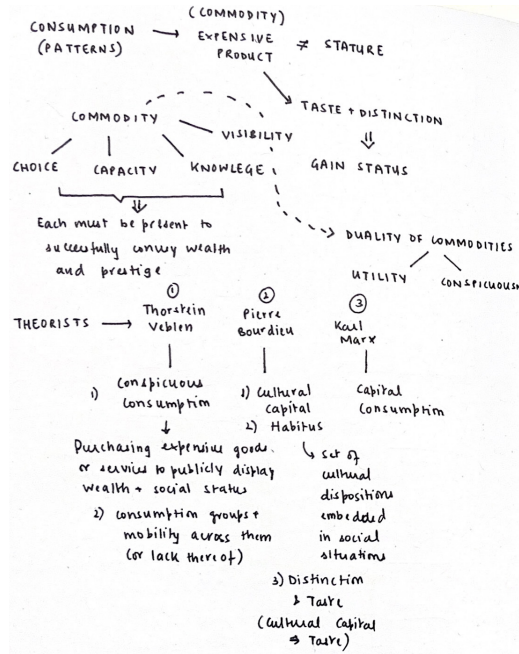
MASTER OF SCIENCE

August 2008

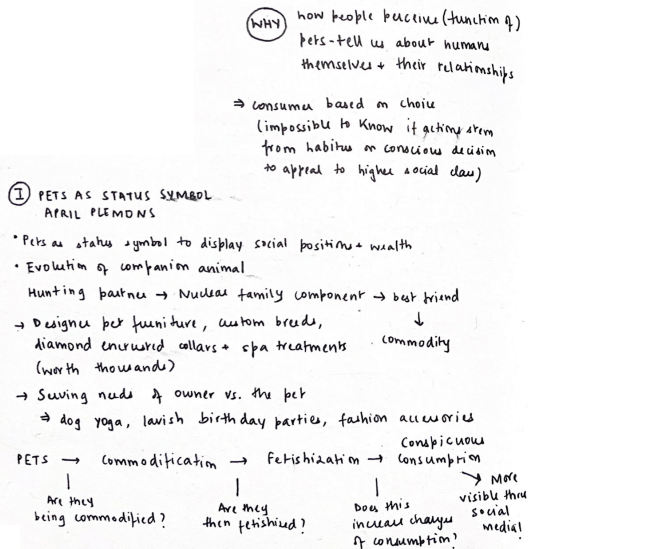
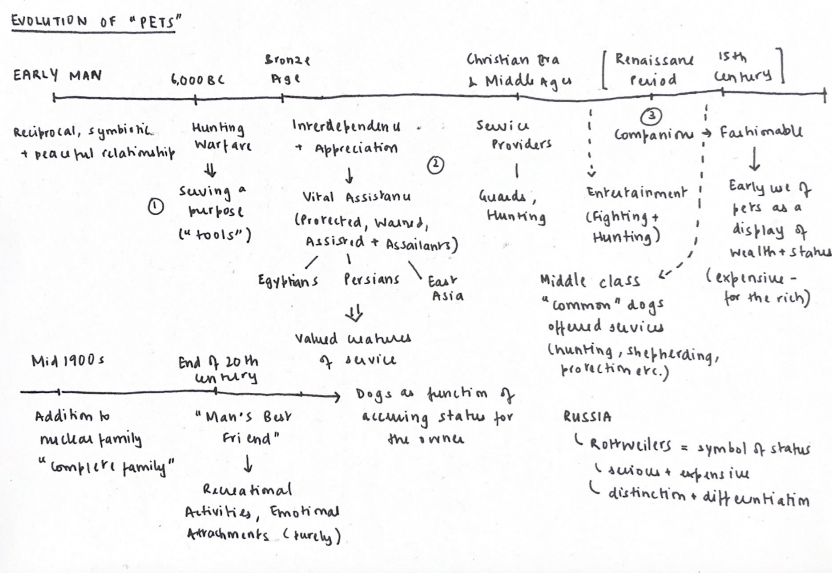
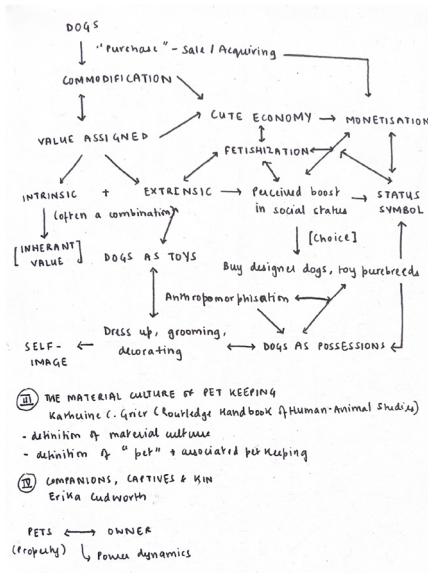
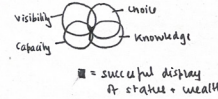
Major Subject: Sociology

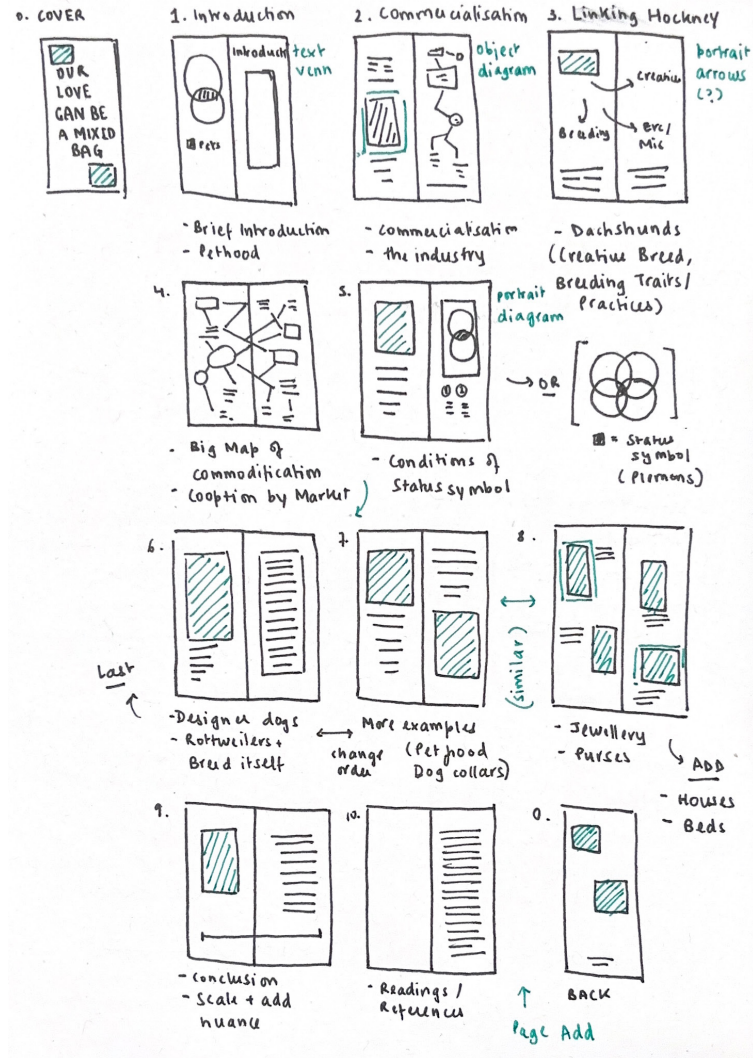
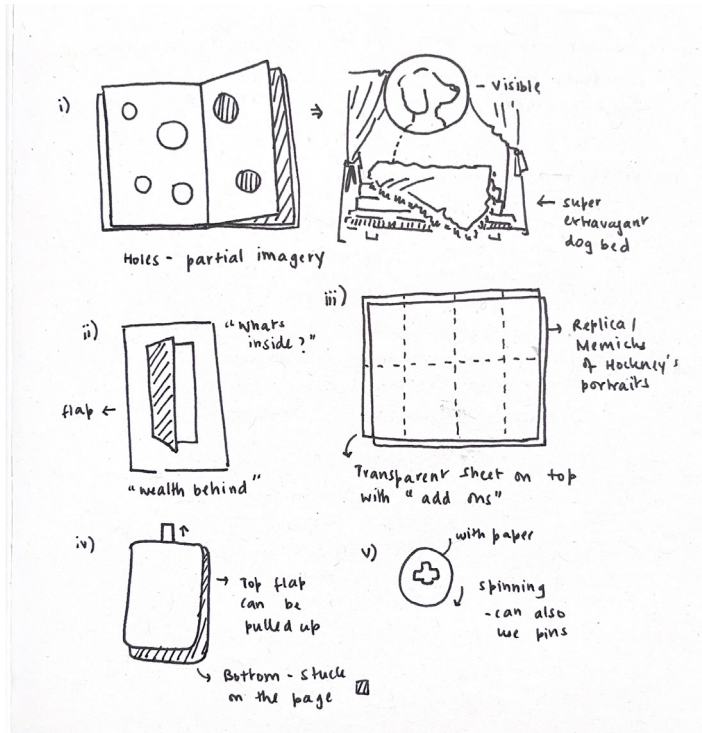


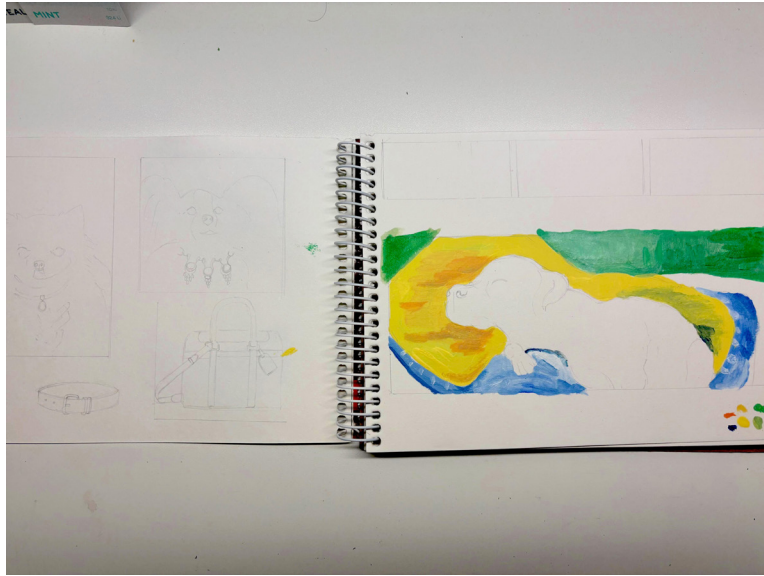
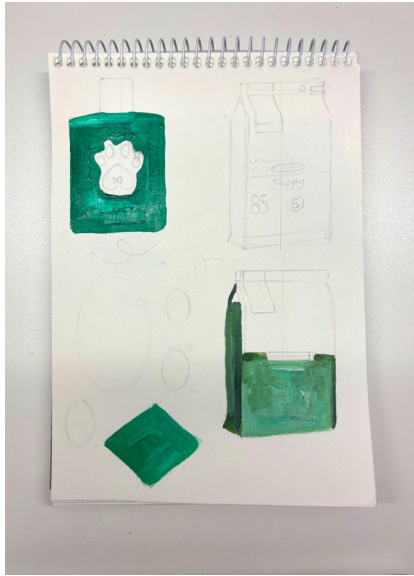
RESEARCH



- PET FOOD**
- Example of pet food + market segmentation
 - ↳ competitive display + diff. differentiation
 - ↳ deliberately purchase expensive + specialized goods
 - ↳ pet pharmaceutical industry
- LUXURY ITEMS**
- for luxury items
 - luxury items, gifts + accessories → social distance between himself + others in the group through visible conspicuous consumption (even if goods benefit / can be enjoyed)
- EXPERIENCE**
- Activities + Experiences / Accessories
 - Pet hotels / resorts; luxury suites
- APPAREL + ACCESSORIES**
- Animal Apparel, Jewellery + Fashions
 - ↳ Duke of Windsor's pet pug's dog collar = \$2,000
 - ↳ I love Dogs Inc. - jewelry line
 - ↳ Exclusivity + Exception → Privilege + High status
 - ↳ puppy party / pet totes
- BREED ITSELF**
- Luxury homes / doghouses
 - ↳ Designer beds
 - Breed itself (designer dogs)
 - ↳ Pet itself reduced to + perceived as a commodity
 - Dogs as "imaginary valence" (lower income consumers)







Recreating the pictures (mimicking) to create a contrast between Hockney's work and discussed themes



Juxtaposing commodity and art (which is also a commodity in itself); ways of seeing and representation of non-human life



A Booklet

The Commodification
of Pet(hood)



Louis Vuitton
Dog Bed Trunk
£10,700

OUR LOVE CAN BE A MIXED BAG



Gucci Nylon
Pet Rain Coat
£665

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