

# Dawg Team Apparel USA Launches New eCommerce Platform for Pet Fashion and Care

*A user-friendly online store offering stylish pet apparel, premium pet care products, and grooming essentials nationwide.*

MEMPHIS, TN, UNITED STATES, November 25, 2024 /EINPresswire.com/ -- [Dawg Team Apparel](#)



Our eCommerce platform is a major milestone for our brand, bringing stylish pet fashion and quality care products to pet lovers across the country. We're excited to connect with customers nationwide."

*Calvin Morrow, Co-Founder*

[USA](#), Memphis' only Black-owned pet store, specializing in league jerseys and celebrated for its unique pet fashion and commitment to quality, announces the launch of its new eCommerce platform. This initiative extends their Memphis-based operations to a nationwide audience, making it easier than ever for pet lovers to access trendy pet clothing, top-tier pet care products, and grooming essentials.

Known for offering an unparalleled selection of sports-themed jerseys for pets, including [NFL dog Jersey](#), NBA dog jersey, and MLB designs, Dawg Team Apparel has

expanded its online catalog to feature an extensive range of pet dresses, sweaters, and accessories. Beyond fashion, the business offers premium pet care solutions such as shampoos, supplements, treats, and specialty dog foods from trusted brands like Fromm, Nutri-Source, and Victor.

"We listened to our customers who wanted more than just local access to our products," says Calvin Morrow, Co-Founder of Dawg Team Apparel USA. "This platform allows us to serve pet owners across the U.S. who are looking for stylish, functional, and high-quality items for their furry friends."

The new website provides an intuitive shopping experience, allowing users to browse by category, size, or brand. Featuring secure payment options, comprehensive product descriptions, and customer reviews, the site ensures a seamless shopping journey for both seasoned and first-time buyers.

This expansion comes in response to growing demand and complements Dawg Team's existing

services, which include in-store and mobile grooming, a self-serve dog wash, and [boarding dogs in Memphis](#). With its eCommerce platform, the brand strengthens its mission to support pet care and style, extending the vibrant community of pet owners it has cultivated locally to a national scale.

“Our goal has always been to combine fashion and care for pets,” Morrow adds. “With our online store, pet lovers everywhere can find products that keep their pets looking great and feeling great.”

Dawg Team Apparel USA has built its reputation on quality and community values, often contributing to local animal welfare initiatives such as the Humane Society of Memphis. Their eCommerce platform marks the next step in expanding those values while maintaining the personal touch and customer service they are known for.

Pet owners interested in browsing Dawg Team Apparel USA’s offerings can visit [www.dawgteamproducts.com](http://www.dawgteamproducts.com). With nationwide shipping and exclusive online promotions, the company aims to make premium pet products accessible to every household.

#### About Dawg Team Apparel USA

Founded in 2019 by Calvin and Audrey Morrow, Dawg Team Apparel USA started as a pet apparel boutique and has since evolved into a trusted name for stylish pet clothing and premium pet care. With a commitment to quality, innovation, and community, the company continues to redefine pet fashion and wellness for customers nationwide.

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