



Modern, Meaningful, Minimal: Fei and Eve Brings a New Design Standard to Premium Dog Gear

The design-forward brand pairs innovative technology with clean, minimal design, led by its MagEase® magnetic buckle that clicks with ease and locks secure.

HAYWARD, CA, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- [Fei and Eve](#), a design-forward dog gear brand, is bringing a modern design sensibility and genuine innovation to a category that has long gone overlooked. Built on three principles, modern, meaningful, and minimal, the brand blends innovative technology with clean, contemporary design to create premium harnesses, collars, and leashes made for real life with dogs. At its center is [MagEase®](#), a patented magnetic buckle system that reimagines the most-used part of any harness or collar.

Built on Three Principles

Fei and Eve began with a simple conviction: the things dogs and their people use every day deserve the same thought as the products people love in the rest of their lives. That conviction takes shape in three principles.

Modern. The brand pairs innovative technology with a clean, contemporary aesthetic, moving dog gear away from bulky, utilitarian design and toward something that belongs in a modern home.

Meaningful. Every detail is there for a reason. Even the name carries intent. Fei and Eve is named after a dog and a cat, Fei Fei and Eevee, a reminder that the brand builds for animals who are treated as family.

Minimal. Nothing superfluous. Clean lines, considered color, and quiet, high-quality materials take the place of logos and noise, so the dog, not the gear, is what stands out.

Innovation You Can Feel

The clearest expression of that philosophy is MagEase®, Fei and Eve's patented buckle system featured across its harness and collar collections.

MagEase® does not rely on magnetic force alone to keep the buckle closed. Instead, the magnet

acts as a guide, helping the two sides find each other and align naturally. Once they come together, a separate locking mechanism secures the buckle in place.

This makes fastening feel smoother and more intuitive, especially when a dog is eager to get moving, while still providing the secure closure owners expect from everyday walking gear. It is a small interaction, but one that happens every day, and exactly the kind of detail Fei and Eve believes is worth rethinking.

A Considered Collection

Fei and Eve's lineup spans harnesses, collars, and matching leashes, each held to the same standard: premium materials, clean design, and details built to last through daily use. The MagEase® buckle carries across the harnesses and collars. The result is a collection that feels considered from the first clip to the last walk of the day.

"We built Fei and Eve because we believed dog gear could be so much better: more modern, more considered, and genuinely innovative," said Vincent, CEO of Fei and Eve. "Our goal is simple. We want the everyday essentials people reach for to be the best-designed things they own for their dogs."

Fei and Eve's harnesses, collars, leashes, and accessories are available now at feiandeve.com, Amazon and Chewy.

About Fei and Eve

Fei and Eve is a design-forward dog gear brand built on three principles: modern, meaningful, and minimal. Blending innovative technology with clean, contemporary design, it creates premium harnesses, collars, leashes, and accessories for everyday life with dogs. The brand is known for MagEase®, a patented magnetic buckle system that aligns by magnet and holds by a secure lock for fast, one-handed fastening. Named after a dog and a cat, Fei Fei and Eevee, Fei and Eve designs for the animals people treat as family. Learn more at feiandeve.com.

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