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# MiMA tower going to 'the dogs'

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Those who thought that pet spas went out with the economic bust can think again. Residents in the luxury apartments at the Related Companies' new building, MiMA (450-460 West 42nd St.), can now have all of their doggie needs met by Dog City, a full-service dog spa located on MiMA's third floor.

Not only does the spa provide standard doggie-spa fare such as grooming, walking and vet services, it also offers doggie nannies and personal training sessions for owners who don't have time to help their pups get svelte.

Leya Ogihara, manager of Dog City, which opened late last month, said it's the first dog spa of its kind in New York.

Still, the question remains: Will it be a hit in these stable-

but-still-tough economic times?

Ogihara, a dog walker herself, said she's confident that residents in the 63-story mixed-used building – which includes a hotel and retail along with 151 condos and 500 rentals – will take advantage of what she says is a unique service.

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Not to mention that building residents will be paying a pretty penny to live there. As of late last month, real estate data website Street

Easy.com showed rental units listed from \$3,300 to \$9,495 a month. Related's website said it was offering a month of free rent at the building. Sales listings were not yet online as of press time.

The starting membership fee at Dog City, which is only available to MiMA residents, is \$500, and additional services can be added à la carte. The basic membership includes access to play areas, a self-serve dog-wash

facility, supervised "playdates" with other dogs and 10 free emergency walks a year, among other features.

There are four additional tiers of membership – Bronze Bone, Silver Bone, Gold Bone and Platinum Bone.

"It's a total difference from having to send your dog to a [doggy] day care all day, which is a higher cost, or just spending half an hour outside with the dog walker," Ogihara said.

