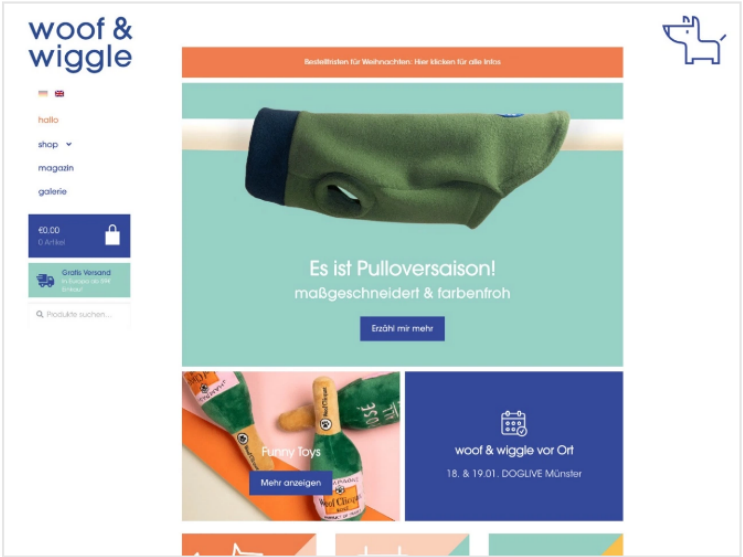




# SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

## woof & wiggle



EXTENSIONS USED

- AffiliateWP
- Cart Add-ons
- Smart Coupons
- Storefront
- WooCommerce Advanced Shipping Packages
- WS Form PRO Product Add-Ons

DEVELOPER

Rainer Rösing

DESIGNER

Rainer Rösing & Veronika Wöll

CATEGORY

Pets

COUNTRY

Germany

VISIT WEBSITE

<http://woofandwiggle.com>

**woof & wiggle** manufacture unique apparel and accessories for dogs.

Designers Veronika and Rainer combine a love of “nice things” and their pet dachshund, Mikkel, to create items that “are not available in every pet shop”. These Hamburg-based entrepreneurs produce many of these functional, fashionable items themselves in their “little office” or source them from selected partners around the world.

Their carefully curated online store full of hound-related design goodies for dogs and their owners are perfect for walking, wearing, and playtime. Plush soft toys, trendy bandanas, and **collars and leashes** sit alongside **paw protection cream** and coats made from original Polartec® fleece. There’s **something for the humans**, too.

*“We experiment a lot with parts and materials to create unique products for you or your dog.”*

“The theme is based on the default Storefront theme, with the ambition to customize the design as much as possible for a branded look and consistent brand experience, keeping the great core functionality and usability of Storefront and WooCommerce. A main challenge was offering **customizable (tailor-made) products**.”