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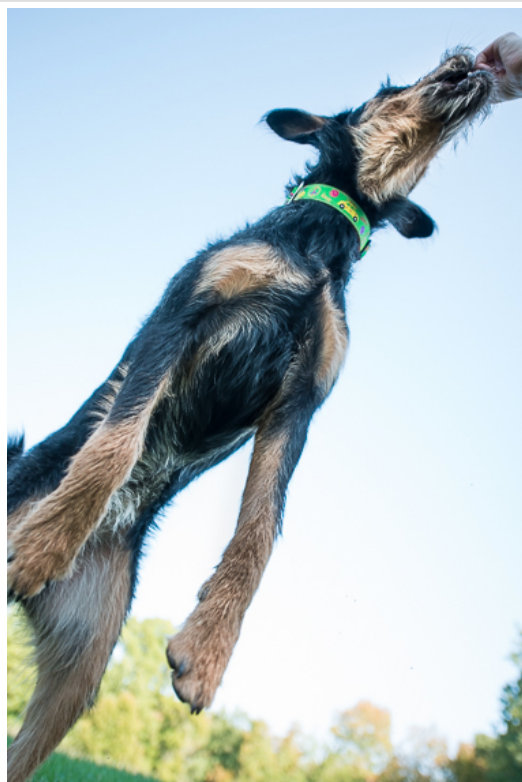
## MidMo Etsy: Luci Branyan and The Big Dog Design

by BECKY NEEMS on OCTOBER 7, 2013 11:31 PM · NO COMMENTS

Everyone likes to pamper their best friend. Scratch their back, give them compliments and...take them for a walk? We're not talking about a human best friend here, but a much furrer one: a dog. Luci Branyan has a passion for her dogs as well as fosters to make sure their collars are comfortable and, of course, stylish. Branyan creates custom collars for bigger dogs on her [Etsy](#) shop [The Big Dog Design](#). This week's [MidMo Etsy](#) profiles Branyan and how she incorporates her pets into her job and hobby.

**VoxTalk:** How did you come up with the idea to make your own collars?

**Branyan:** I've been making collars since 2008. I was walking dogs at a local animal shelter in Jefferson City. I started because I wanted people to look at the dogs a little longer (because they were wearing collars I made).



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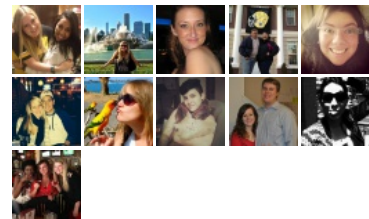
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Photo provided by Happy Voice Creative/Luci Branyan.

### VT: When did you adopt your dogs?

**Branyan:** I adopted two of the dogs I walked in 2007 and one in 2008. They're all mutts. One is a Pug Boxer Terrier, the second a Golden Retriever Australian Shepherd Mix and the third a Black Lab-Great Dane mix with one blue eye and one brown.

### VT: Why do you focus on larger collars?

**Branyan:** Most dog collars on Etsy are 5/8 of an inch in width. I make inch collars and up to an inch and a half. They are nice ones for male dogs to have because boy dog collars are usually ugly. It looks nice and sharp on dogs especially when they are furry.



Photo provided by Happy Voice Creative/Luci Branyan.

### VT: How do you put the collars together and are there different types?

**Branyan:** I first buy the webbing trim (ribbon) and I buy the plastic or metal depending on the type of collar and I assemble them. I can also do custom if I have a larger dog. There are many different types of collars, but I make martingale and buckle. Martingale are limited slip collars that reduce pulling and have a partial web. Break away collars are made so when a dog is playing and the collar gets caught it pops off. It has extra gearing and attaches differently than a buckle one.

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Photo provided by Happy Voice Creative/Luci Branyan.

**VT: Do you promote them in other ways besides Etsy?**

**Branyan:** Yes. I went to Paws in the Park and there was a response for different products. Some recommended shoulder straps and break away collars. I'll be adding some new products soon. I'm also going to Dogtober in Lee Summit. I plan to attend other pet festivals. People normally hear about it through word of mouth but it's slightly increasing. I also have a [Facebook](#) page.

**VT: What collars are people barking up a tree to get?**

**Branyan:** I have a wide variety of collars. The Celtic red and black collar, and the brown and turquoise (collar) are popular. The holiday collars are also a favorite.

**VT: On the Etsy site it says The Big Dog Design is under Happy Voice Creative. What is Happy Voice?**

**Branyan:** [Happy Voice Creative](#) is a travel photography and dog portrait business. When I have pet photo shoots I give the owners a free collar for the dog to use in the session they get to keep.

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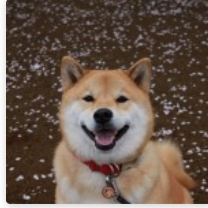
Visit Branyan's Etsy shop [Big Dog Design](#) and its [Facebook](#) page. Also check out her photography site [Happy Voice Creative](#) and its [Facebook](#).

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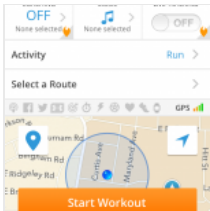
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**CONTACT US**

[vox@missouri.edu](mailto:vox@missouri.edu)  
Phone: (573) 884-6432  
320 Lee Hills Hall,  
Columbia, MO 65211

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