



**DESIGNED TO BE DIFFERENT. MADE TO BE LOVED.**

**HEY LANA – Sustainable, functional dog accessories with a design focus**

HEY LANA is a German brand for high-quality dog accessories that combines functionality, timeless design, and sustainability. The product range includes handcrafted leashes, collars, and harnesses, all made under fair conditions in GOTS-certified workshops. A large part of our collection is PETA-approved vegan – a strong commitment to animal-free alternatives. We also offer selected pieces made from premium, vegetable-tanned leather for dog owners who value natural materials.

HEY LANA was inspired by our family dog Lana, whose needs and character have significantly shaped the brand's philosophy. Our focus is on durable, sustainable materials and a distinctive design language that excites both dogs and humans. A highlight of the brand is the award-winning *Trés Chic* collection, which is protected by a registered design patent.

The *Trés Chic* harness stands out with thoughtful construction, soft padding, a sturdy handle, dual front rings, a deep V-neckline, reflective elements, and secure sliplocks – for a perfect fit without slipping. The collection includes collars, leashes, and harnesses in four sizes and seven color options.

HEY LANA was honored with the **German Design Award 2026 – Excellent Product Design** for the *Trés Chic* harness. In addition, the vegan version received the **PETA Vegan Award 2025/2026 – Companion Animal**, recognizing it as the best vegan dog harness.

Complementing this is the Outdoor Collection – robust gear made from elastic, eco-friendly TPU material with high-quality brass fittings and two-tone designs. The 5-way adjustable harness is a standout USP, ensuring an ideal fit – durable, easy to clean, and built for everyday adventures.

Note: HEY LANA consciously chooses TPU over PVC. TPU is more eco-friendly, free of harmful plasticizers, and offers superior flexibility and longevity – perfect for reliable, sustainable accessories for everyday use.

All products are designed in-house by the founder in our Cologne-based studio.

HEY LANA stands for style, sustainability, design, and top-tier quality – setting new standards in dog accessories.

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