



WAGGS Where Furry
Tails Come True
TORICHES

When Minnesota “Hockey Mom” Kimberly Curler said she wanted to embark on a new career she meant it literally. Inspired by her favorite dog shop back home, and tired of the chill of ice arenas, she hightailed it to Florida on a mission.

Waggs to Riches is located at 505 East Atlantic Avenue in Delray Beach.
Their phone number is 561-272-8100.

Promotional Advertisement

Curler soon found herself on Atlantic Avenue in the retail space that would evolve into the doghouse of her dreams.

Curler’s creation, Waggs to Riches just celebrated the first anniversary of bow-wow-ing the town with her over-the-top, upscale dog boutique featuring pristine pint-sized pups and a wondrous world of decadent doggie duds and accessories.

Every day a steady stream of customers meanders in to indulge in the outrageous inventory and gather around the puppy showcase, where love-at-first-sight is a common occurrence.

Sought-after designer mutts and prized purebreds from Yorkies to French Bulldogs, Dachshunds to Shiatzu weighing from three to seven pounds are warmly nestled in plush pens. Whether spooning in sweet slumber or clumsily tumbling about, they tug at the heart strings of their captive audience, often finding puppy love with the most unintentional of shoppers.

“I can’t tell you how many people stroll in just to browse. They say they have never seen a cleaner store or better cared for puppies. We have an on-staff veterinarian and on-site grooming ‘pawlour.’ It’s hard work, but I have zero tolerance for anyone not taking care of these puppies to the nth degree,” Curler stated. “The customers know they’ll leave here with a clean and healthy new best friend.”

And you can be assured those pups leave in style. Waggs to Riches features Curler’s own private label of glitzy, glamorous wardrobe selections from retro to rock star, debutante to diva. Accessories include crystal-embellished leashes and collars, regal bowls and elegant beds. Fine leather booties and an exquisite line of bags to tote the little ones around town, or out of Dodge complete the look for the dog that simply must have it all.

“Everything I do to the hilt, or not at all. I’ve had a lot of practice preparing for this. I’m a mother, dog lover, shopper and a perfectionist,” she says, smiling and proudly displaying the divine canine emporium she took on with a passionate vengeance. “This is a happy place; everyone has a smile on their face. People come to pamper their pet or leave with someone new to love. How great is that?”