

Dogsee Chew founders become the first Pet Industry leaders to walk the Cannes Red Carpet

At Cannes, Sneh Sharma and Bhupendra Khanal honored their late dog, Mowgli, in Himalayan-inspired looks for Dogsee Chew, turning the red carpet into a moving tribute to love, legacy, and the spirit that guides their journey.



Cannes Film Festival as the **first global pet brand to represent the pet industry on the iconic red carpet**, marking a defining moment for the category on one of the world's most prestigious cultural stages.

Representing the brand were co-founders and pet parents [Sneh Sharma](#) and [Bhupendra Khanal](#), whose appearance carried both industry significance and deep personal meaning. In a heartfelt tribute to their late dog Mowgli, the inspiration behind Dogsee Chew's journey, both founders wore custom ensembles featuring embroidered motifs of him, turning the moment into a powerful celebration of love, legacy, and purpose.

Founded in 2015, Dogsee Chew pioneered Himalayan yak chews for dogs and has since grown into a globally trusted natural pet brand, present in over 30 countries and loved by more than a million pet parents worldwide.

Their Cannes appearance not only marked a historic first for the pet industry, but also reflected the growing cultural relevance of pets as family and the rising global conversation around conscious pet parenting and natural pet nutrition.



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Source : Khanal Foods Inc

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