



# Love, Margot

By Chantel O. Johnson

Sabrina Giardina welcomed a Great Dane into her heart for the first time about twenty-three years ago and since then has been smitten with the breed. Then in 2016 she got her first harlequin ‘Margot’, MgcKngdms Pretty In Pink, from Danielle Peters of Magic Kingdom Danes. Margo was shown and finished her Championship, but before that she became a mother when bred to the black dog Ch. Chanoz Daystar Around The River Bend. The litter, bred by Danielle and Sabrina, produced its own Champions, including a history-making merle, ‘Halle’, MBISSOH Ch. MgcKngdms You’re Gonna Hear Me Roar! V ABW, AOM, who was the first merle Dane in history to finish completely breeder-owner handled and to receive an Award of Merit at the Great Dane Club of America National Specialty. Halle’s owners are Danielle and Wendy Kellenberger. Margot’s Champion son, the harlequin dog ‘Ringo’, Ch. MgcKngdm All You Need Is Love Billy Shears, finished with three majors, also bred by Danielle

and Sabrina and owned by Vincent Schmidt and Danielle. At home in New York with the Giardinas are another son and daughter of Margot, harlequin ‘Parker’ and black ‘Viola’, who share the love with their dam. All three of the Giardina Danes are hugely popular on social media. Sabrina said, “We’ve had Great Danes in our home since 1999. We have an enormous following on Instagram and Tiktok. I never imagined there were so many people out there who either have Great Danes or love Great Danes.”

“There is so much about Great Danes that is captivating and too many amazing qualities to list. But for me personally, owning a Great Dane is the closest thing you will get to having another toddler in your house. Margot was my first Harlequin. Harlequins are a species all on their own. I tell most of my followers, to own a Harlequin is to have a piece of heaven on earth and a three-ring circus! I am sure you will agree, there is something quite fascinating, unique and magical about this breed”, she shared. From the observations of her dogs, especially Margo, the company Love, Margot Inc. was born, highlighting her creative ideas onto apparel, canvas totes, greeting cards, stickers, and snoods. “I have zero background in art”, she said. “I like to doodle and come up with a design and concept. We know the unique goofy personalities of Great Danes, their style and their mannerisms and thought it would be fun to make Great Dane clothing

that is comical and creative. The design is arguably the most important part of the creation. I then work with a digital artist who helps me take the product idea to fruition flawlessly. Otherwise, it's just me but I like to say my dog Margot is the CEO and sometimes I make my husband Michael work for free!"

"The entire line is inspired by Margot. Even though we've had Danes before her, she's a VERY special Great Dane. The business itself was a Covid-19 start-up. I found myself with a lot of free time on my hands during the evening and weekend hours. One night I said to my husband, "I am about to climb the walls in this house. I need to do something". And he answered, "Why don't you make clothing for Great Dane enthusiasts?" In the midst of the pandemic, I decided to team up with an incredible graphic artist from Italy to help me showcase the crazy and always humorous personalities of Great Danes and implement these styles on attire for humans. And quite honestly, the first go round was a hot mess. Because of the pandemic our printer swiftly closed his doors, and supplies were nonexistent. We had orders, and no way to print them. So, we decided to take the plunge and do it all ourselves. We invested in our own equipment and our own label. From there on out it was smooth sailing."

"I never really imagined it to get where it is today. We now have a wonderful online merchandise store, travel to Specialty shows and have a giant following on social media where we ultimately showcase the Danes personalities to hundreds of thousands of people every day. We receive an outpouring of messages from fans who thank us for bringing joy into their lives. To me that is the greatest achievement of all, that others can live a Great Dane life vicariously through us."



# Love, Margot

**T-Shirts**  
**Hoodies**  
**Sweatshirts**  
**Sweatpants**  
**Tote Bags**

**Over 45 designs to choose from**

Order on our website  
10% off coupon  
Use code: GDR10  
at checkout

Handmade  
in the USA

[www.lovemargot.co](https://www.lovemargot.co)

[@lovemargot.co](https://www.instagram.com/lovemargot.co)