

Angelenos can call a chauffer for their sheepdog, get gourmet grub for a getaway or hire a hairdresser who makes house calls.

They can also "Rent a Husband" for chores or get their own "Girl Friday."

They know that not everyone living in La-La land can be a movie star. But Angelenos can be treated like one of they have a telephone and a credit card.

The city's overworked and well-heeled residents have created a booming market for a service industry that goes far beyond what can be found in Sacramento or many other parts of the country.

"You have the movie industry, a constantly growing city and one of the richest cities in the United States," said Lisa Ristorucci, founder of Gofer Girls, an errand service. It's a city wrapped up in looks, what's new and trendy and hip. And we happen to be that right now."

With her company, customers can have their cake ordered, delivered and eat it, too. Ordinary Angelenos can act like any Hollywood big wig by hiring a personal assistant for \$37 an hour through "I need an Assistant." Or they can conjure up a romantic getaway or over-the-top wedding proposal with "Go Get It Events."

"I build them what will be one of the most important moments on their relationship," said Go Get It Events founder Jenifour Jones.

With operations in several cities, Jones staged a play for one Prince Charming, who appeared as a character in a frog suit and popped the question to his bride-to-be. Jones swooped another bride-to-be off for a day of pampering and delivered her to the beach at sunset for her suitor's proposal. And she developed an elaborate mystery day for a detective novel fan, complete with a shopping spree for a new "disguise."

"It makes you feel good when someone calls you afterwards and says, 'This was one of the most magical nights of my life,'" Jones said.

Also mentioned:

Lady Wingmen

La Girl Friday

SkyMeals Gourmet treats

Pet Taxi

Katsumi Kasai

Joseph Mattucci

Rent-A-Husband

Mint Lifestyle Concierge