

Fancy Feast and Malan Breton Redefine the Cat Walk with Feline-Inspired Fashions

Celebrity Fashion Designer Malan Breton Debuts Designs Inspired by the Iconic Fancy Feast Cat at STYLE360 New York Fashion Week

NEW YORK — September 13, 2013 — From colorful and retro feline patterns to the classic cat-eye, the cat is today's fashion muse. To celebrate cat-inspired fashion, Fancy Feast® Gourmet Cat Food and celebrity fashion designer Malan Breton partnered to create an unforgettable runway show at STYLE360 New York Fashion Week.

Known for drawing inspiration from the latest design trends and fashion influences, Breton created three looks for his Spring/Summer 2014 collection based on the style, look and timeless beauty of the iconic Fancy Feast cat, a beautiful Silver Chinchilla Persian. The unmistakable, stunning beauty of the cat motivated him to showcase new design styles that unite people's love of fashion and cats.

"Fancy Feast enjoys sharing cat-inspired fashion with its fans," said Courtney Louch, Fancy Feast Assistant Brand Manager. "Partnering with Malan Breton at STYLE360 has given us the opportunity to bring cat fashion trends and looks to life for our passionate fans to experience."

Novelty details from Breton's collection include a classically elegant black and white suit, inspired by the strength and all-knowing wisdom of the feline; a sexy and youthful knee-length dress inspired by the soft and gentle loving spirit of the cat; and a gown with a 17-foot long train, reminiscent of the unconditional love, loyalty, beauty and friendship one receives from her cat.

For event highlights and additional cat-centric fashion ideas and tips to use and share, please visit www.Facebook.com/FancyFeast.

For more information on how to purchase Breton's cat-inspired pieces and the rest of his collection, please visit www.MalanBreton.com.

About Fancy Feast® Gourmet Cat Food

The Fancy Feast Brand makes every day extraordinary with an exquisite selection of gourmet cat food entrees, restaurant-inspired feline cuisine, dry meals, and Fancy Feast Appetizers for cats. Fancy Feast Gourmet Cat Food is manufactured/distributed by Nestle Purina PetCare Company, a global leader in the pet care industry. Nestle Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestle Purina PetCare is located at Checkerboard Square in St. Louis, Missouri. Nestle Purina PetCare is part of Swiss-based Nestle S.A. — the world's largest food company.

About STYLE360

STYLE360 is a multi-day fashion and entertainment environment providing opportunities for fashion designers and brands to collaborate and come face-to-face with industry tastemakers, celebrities, media, and consumers during New York Fashion Week in September and February. For the past 14 seasons, STYLE360's accessible schedule of events offers runway shows, daytime exhibits, press conferences, product demonstrations, and after-parties that create an unprecedented amount of media buzz for all

parties involved.

To request additional information or hi-res images, please contact Lisa Bickler at lisa.bickler@mslgroup.com or 206.270.4650.
