

Purina Dog Chow Celebrates 100 Year History with Jason Wu at New York Fashion Week

Jason Wu Collection, Spring 2026 draws inspiration from art of Robert Rauschenberg, including iconic Purina checkerboard and Dog Chow packaging

ST. LOUIS, Sept. 15, 2025 /PRNewswire/ -- Since 1926, Purina Dog Chow brand dog food has been a staple for millions of dog-loving families, and the brand's role in pop culture, advertising, and art has made it a household name and symbol of Americana. Now, the brand is in the spotlight of New York Fashion Week as designer Jason Wu has highlighted Dog Chow in his Spring 2026 collection.

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Inspired by Robert Rauschenberg's fabric works of the 1970s, including [Groundings \(Hoarfrost\)](#) from 1975 which famously featured the Dog Chow packaging, Wu's collection includes three original ensembles that incorporate the Purina Dog Chow motif. The "Collage" collection pays tribute to the late artist in his centennial year – and spotlights Dog Chow as an icon of pop culture ahead of its own 100-year milestone in 2026.

A Cultural Convergence of Art and Design

Wu, a longtime admirer of Robert Rauschenberg, drew inspiration from the artist's transformative use of everyday materials, including pet food packaging. In *Groundings (Hoarfrost)* from 1975, Wu was struck by how Rauschenberg elevated familiar imagery into poetic expressions through the use of solvent transfer and collage on fabric. "I was captivated by the bold Americana aesthetic," said Wu, "especially the iconic checkerboard pattern featured on the Purina Dog Chow bag collaged within the work."

The collaboration also reflects Wu's personal connection as both a designer and pet owner. "As someone who deeply loves animals, I recognized that same appreciation in Rauschenberg's life and work as well. This connection felt both meaningful and serendipitous, providing the perfect opportunity to weave Purina Dog Chow's 100-year heritage and visual identity into our collection in an authentic and artistic way," said Wu.

Honoring a Century of Pets and Culture

Since its founding in 1926, Dog Chow has helped transform the way Americans view dogs – from working animals, to members of the family. The brand's presence in culture made it a symbol of care, loyalty, and domestic life – and an inspiration for both Rauschenberg and Wu, underscoring the brand's century-long influence on American culture and its continued relevance in shaping how we care and connect with our pets.

"Dog Chow's evolution mirrors the broader cultural shift in pet ownership," said Susan Anderson-Bauer, Purina archivist. "Rauschenberg's inclusion of the Purina checkerboard and Purina Dog Chow packaging in his work was a recognition of the brand's role in society. Jason Wu's reinterpretation invites a new generation to see Dog Chow through a fresh lens – not just as a dog food brand that's been around for 100 years, but as a symbol of how deeply pets are woven into the American experience."

The Rauschenberg Connection

Robert Rauschenberg was a pioneering American artist known for transforming everyday materials into evocative works of art. In the mid-1970s, he incorporated Purina Dog Chow packaging into his *Hoarfrost* series, and later the *Chow Bags* series of screenprints that blended collage, photography, and the iconic Purina checkerboard design. A lifelong [animal lover](#) whose pets often accompanied him in the studio, Rauschenberg's affection for dogs and fascination with patterns echoed throughout his career, rendering his work both deeply personal and visually resonant.

To view the Jason Wu Collection, Spring 2026, go to [@jasonwu](#) on Instagram. To learn more about Rauschenberg, visit [rauschenbergfoundation.org](#) or [@rauschenbergfoundation](#) on Instagram. For more information on Purina Dog Chow, visit [www.DogChow.com](#).

About Purina

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations.

Purina manufactures some of the world's most trusted and popular pet care products, including Dog Chow, Purina ONE, Pro Plan, Friskies and Tidy Cats. Our more than 11,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. Nearly 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit [purina.com](#) or subscribe here to get the latest Purina news.

About Jason Wu

Jason Wu is a globally recognized fashion designer celebrated for his modern elegance, refined craftsmanship, and empowering designs. Since founding his label in 2007, he has dressed First Ladies, Hollywood icons, and collaborated with leading artists and brands. Recognized with honors including the Swarovski Award for Womenswear and the Fashion Group International Fashion Star Award, Wu continues to shape a distinct vision of fashion that is both timeless and transformative.

About Rauschenberg 100

Robert Rauschenberg's (1925-2008) strong conviction that engagement with art can nurture people's sensibilities as individuals, community members, and citizens was key to his ethos. The Centennial celebrations seek to allow audiences familiar with him and those encountering the artist for the first time to form fresh perspectives about his artwork.

A year of global activities and exhibitions in honor of Rauschenberg's Centennial reexamines the artist through a contemporary lens, highlighting his enduring influence on generations of artists and advocates for social progress. The Centennial's activation of the artist's legacy promotes cross-disciplinary explorations and creates opportunities for critical dialogue.

For more information and continued updates on Centennial programming and news, visit rauschenberg100.org, and follow the conversation on Instagram ([@rauschenbergfoundation](https://www.instagram.com/rauschenbergfoundation)) and Facebook ([@rauschenbergfoundation](https://www.facebook.com/rauschenbergfoundation)). #Rauschenberg100.

SOURCE Purina Dog Chow

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