

Fancy Feast and Designer Susan Alexandra Debut The Little Gem, a Limited-Edition Micro Bag Inspired by the Iconic Fancy Feast White Cat

Designed by Alexandra and carried by fashion icon Paige DeSorbo, The Little Gem lets cat lovers embrace the extra of being a cat lover

ST. LOUIS, Oct. 28, 2026 /PRNewswire/ -- For decades, [Fancy Feast](#) has been known for delighting cats and cat lovers. Now, Fancy Feast is bringing that delight from the shelf to the street with **The Little Gem**, a limited-edition micro bag created in collaboration with designer Susan Alexandra and inspired by the iconic Fancy Feast white cat.

Unveiled with the help of fashion icon (and cat mom to Daphne) Paige DeSorbo, The Little Gem combines one of the brand's most recognizable symbols with one of fashion's hottest accessories to create a chic, wearable work of art – with just 25 handcrafted bags available via a sweepstakes launching today at [FancyFeast.com/TheLittleGem](#).

Behind the Design with Susan Alexandra

Known for bringing sparkle and joy to everyday life through her designs, Alexandra infused her distinctive creative vision into every detail of The Little Gem micro bag. Each sculptural white-cat bag is handmade and hand-embroidered, featuring intricate beadwork, sequins, unexpected textures and playful touches that make every piece unique.

"I've seen through my pet collections over the years that cat lovers are unapologetic about loving what they love," said Alexandra. "The Fancy Feast white cat was the perfect source of inspiration for a true statement piece, something whimsical, meticulously detailed, and designed for the cat lovers who adore her."

A Fashion Icon's Fashion Statement

Every must-have accessory begins with a trendsetter, and The Little Gem is no exception, making its debut in the hands of Fancy Feast partner Paige DeSorbo. Known for her impeccable taste and inspiring style, DeSorbo was the first to showcase the limited-edition micro bag, proving that being a cat person has never looked so chic.

"I love a bag moment, and I seriously am obsessed with this one. If you are a cat person – this is literally the perfect accessory," said DeSorbo. "Fancy Feast has always been a little extra when it comes to cats – and when it comes to the Little Gem, they definitely understood the assignment."

The Little Gem Micro Bag is the newest way that Fancy Feast allows cat owners to do what they do best: celebrate the cats they adore with playfulness, personality and just the right amount of extra.

To enter for a chance to win one of the limited-edition Little Gem micro bags and for full rules, visit [FancyFeast.com/TheLittleGem](#) or the MyPurina app.

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.

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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.

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