



**For Immediate Release**

May 21, 2015

**12<sup>th</sup> Annual White Cashmere Collection  
Rolls Out Celebrity Curator and Fashion Designer Lineup 2015**

*Wedding trend expert Jessica Mulronev and 15 top Canadian bridal designers help raise funds and awareness for Breast Cancer #Cashmere15*

Here comes the bride! The 12<sup>th</sup> annual [White Cashmere Collection](#)™ – Canada’s first and only fashion collection entirely crafted in pure, soft and luxurious [Cashmere Bathroom Tissue](#) (BT) – will celebrate love and romance this year, as 15 of Canada’s top bridal fashion designers present their vision of a future without breast cancer.

A spectacular showcase for Canada’s established and emerging design talent, the 12<sup>th</sup> annual White Cashmere Collection™ has partnered with wedding style expert, Jessica Mulronev of [Kleinfeld Hudson’s Bay](#), to curate the world’s first collection of one-of-a-kind, designer-made wedding couture, fashioned from luxuriously, soft sheets of Cashmere BT, Canada’s best-selling brand.

A much anticipated, annual fund- and awareness-raiser for the [Canadian Breast Cancer Foundation](#), the collection is produced by Kruger Products L.P., maker of Cashmere Bathroom Tissue, one of the Foundation’s top five national brand partners and proud supporter since 2005.

**Symbol of Love and New Beginnings**

“The white wedding gown has become one of the world’s most enduring symbols of love and new beginnings,” says White Cashmere Collection curator, Jessica Mulronev who spots the hottest fashion trends for Kleinfeld Hudson’s Bay. “I’m honoured and thrilled to collaborate with Canada’s most talented and famed bridal designers, and Cashmere, to help raise much needed funds and awareness to support women and their families affected by breast cancer.”

## **Introducing the Bridal Designers of the 2015 White Cashmere Collection** (cont'd)

### **Marrying Couture with a Cure**

This year's bridal collection of gorgeous bathroom tissue couture gowns and accessories will take a walk down the runway 'aisle,' for the very first time, at an exclusive invitation-only fashion show produced by collection Artistic Director, [Farley Chatto](#) , at The Carlu, in Toronto on Tuesday, September 29, 2015.

The White Cashmere Collection, which debuted in 2004, has featured more than 135 top Canadian designers to-date. The annual fashion show heralds the seasonal return of limited-edition [Cashmere](#) in support of the Canadian Breast Cancer Foundation, with twenty-five cents from the sale of every package going directly to The Foundation, throughout October Breast Cancer Awareness Month.

### **First Look: The Bridal Designers of the 2015 White Cashmere Collection**

Sixteen top Canadian bridal fashion designers will contribute their creativity, passion and substantial talents to making this year's bridal collection truly spectacular. Here's a first look at their exquisite confections:

#### **Valencienne**

Kim Ironmonger has been in the bridal industry for 30 years creating couture bridal and evening wear out of her custom design studio and boutique. [Valencienne](#) uses nothing but luxury fabrics and embellishments. Alongside of working with thousands of brides, Valencienne has also had the privilege of working with many notable stars such as Whoopi Goldberg and Elizabeth Hurley. She has also created the finale gown for the 20<sup>th</sup> Anniversary Fashion Cares Charity Event. Ironmonger continues to push boundaries within the Canadian bridal industry. Voted one of the Top Ten Wedding Designers in Toronto by [blogto.com](#). @ValencienneTO





**Paloma Blanca**

For more than 17 years, Elsa Carlesimo, a graduate of Sheridan College, has been creating classic and elegant silhouettes for [Paloma Blanca](#). Crafted from the finest silks, laces, organza, satins and beading, the label's designs have been fulfilling brides' dreams for decades. "Brides today are looking for the feel and sophistication of high fashion gowns," says Carlesimo. "Plunging necklines, luxurious crystal accents, and show-stopping skirts are the trend. I kept this in mind when creating my design for the White Cashmere Collection." 100% Canadian-made out of Toronto, Paloma Blanca's creations can be found at more than 200 fine wedding boutiques worldwide, including Kleinfeld Bridal at Hudson's Bay. @Paloma\_Blanca

**Frascara**

[Frascara](#) designers Francesca Mammoliti and Cindy Fine have a special fondness for creating special occasion clothes. "It's so creative and inspiring, and you get to use the most gorgeous fabrics," says Fine, a Ryerson grad with a decade of experience. Mammoliti, a 22-year Frascara veteran with an International Academy degree, succinctly itemizes the duo's bridal gown hallmarks: a sleek silhouette, soft fabrics such as tulle and crepe, and beaded embellishment. Frascara wedding gowns are available at Kleinfeld Bridal at Hudson's Bay.





**Catherine Langlois**

A youthful fascination with couture led bridal designer [Catherine Langlois](#) to the Ryerson fashion program and a final collection consisting of bridal gowns and flower girl dresses. Having launched her own bridal line in 1998, Langlois brings a completely modern grace to a broad range of glamorous styles, such as a 50s-inspired strapless gown with sparkling hand-applied beading, or a languid, bias-cut stunner in platinum blue silk satin worthy of a flapper era fashionista. Voted one of the Top Ten Wedding Designers in Toronto by blogto.com. @LangloisBrides



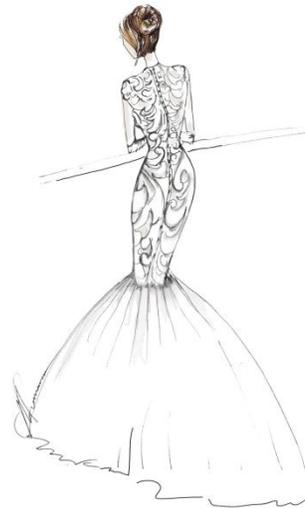
**VAWK**

Divine creativity. Isn't that what every bride-to-be is looking for? And **Sunny Fong** is just the fellow to deliver. A self-taught fashion savant and winner of the first-ever Project Runway Canada, Fong has been dressing A-listers and mere mortals in strategically tailored, audaciously feminine luxury looks since launching his label [VAWK](#) (Sanskrit for divine creativity) in 2004. He's primed—and practiced—when it comes to memorable wedding gowns. @VAWK

**Anastasia Lomonova**

Ukraine-born Montrealer [Anastasia Lomonova](#) has established herself as the go-to designer for dreamy, drape-y, sensually modern women's clothes. Having cut short her Ryerson fashion studies to apprentice with Valérie Dumaine and Nadya Toto, Lomonova launched her own label in 2006. Ever since, her featherweight jersey, silk and chiffon creations have been making women feel subtly sexy and stylishly airborne.

@alomonova

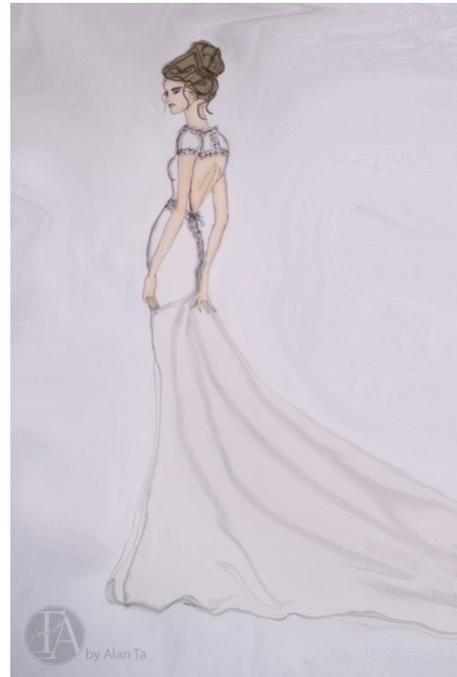


**& FOR LOVE**

Brides looking for a laid-back, even edgy approach to their big day need look no further than the [& FOR LOVE](#) collection designed by (perfectly named!) Angel Spendlove. Together with co-founder Julie Forand, & FOR LOVE is proudly handmade in Canada since this OCAD grad's line launched in 2012. & FOR LOVE wedding dresses thrill with chill chic, relaxed elegance and just the right hint of downtown sexiness. Some of them even come in black! Now available at Kleinfeld Bridal at Hudson's Bay. @and\_for\_love

**Just Ta Designs**

Sophisticated modern clothes in intriguing colour palettes are Vietnam-born Montréaler **Alan Ta's** specialty. For women, he's been custom-crafting chic and elegant dresses since 2013. More recently, he's become a standout at the Toronto Men's Fashion Week runway collections. This versatile, style-obsessed LaSalle College fashion grad dreams of expanding his [Just Ta Designs](#) empire to include fashion photography: "I love thinking about the emotion a person might feel, wearing one of my designs or looking at my pictures."



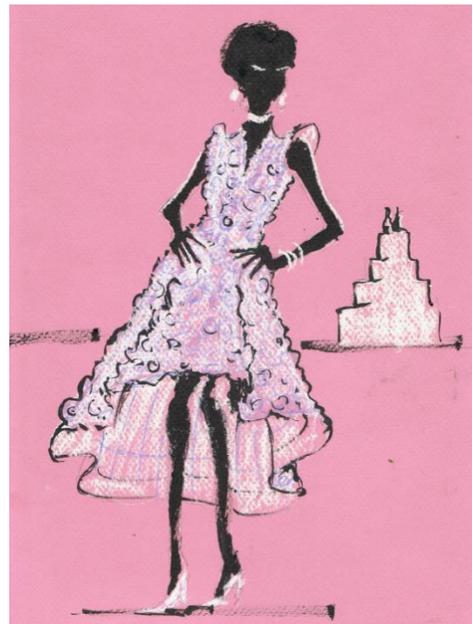
**Lisa Abi Chedid**

When LaSalle grad **Lisa Abi Chedid** married in July 2014, she wore a blush-coloured Monique Lhuillier. But, if romance had been more patient, she could have worn her own label. Years of experience as a custom bridal designer have convinced this Lebanon-born Montrealer that she has distinct vision for today's brides-to-be. "I'm launching a mini-collection that'll feature timeless wedding looks as well as more contemporary, wedding wear and separates."

**Hoax Couture**

Whether it's a James Kudelka dance premiere, a Tragically Hip concert or a society wedding, fabulousness is guaranteed when Chris Tyrell and Jim Searle of [Hoax Couture](#) are involved. Since they teamed up in 1985, the Hoax Couture design duo have custom-clothed more celebrities, performers and brides than they can remember. They are also founders of Dare To Wear Love, a fundraiser involving more than 35 Fashion Designers that has raised \$500,000+ for the Stephen Lewis Foundation to help turn the tide of the HIV and AIDS pandemic in Africa.

@hoaxcouture



**Christopher Paunil**

Though he's since added ready-to-wear to his repertoire, evening and bridal clothes are [Christopher Paunil's](#) first loves. Armed with a George Brown College degree, Paunil mastered the technical intricacies of cut and tailoring as a costume designer and patternmaker before launching his eponymous bridal collection in 2009 (now available at Kleinfeld Bridal at Hudson's Bay). Ever since, Paunil has been sought out by discerning brides-to-be who appreciate his magic way with flowing Dupioni silk, taffeta and organza. Voted one of the Top Ten Wedding Designers in Toronto by blogto.com. @ChrisPaunil

**Sofia Sokoloff**

Let's just say that [Sofia Sokoloff](#) is on very intimate terms with the elements that make for great lingerie. Studies at LaSalle and UQAM, an apprenticeship in a Paris fashion office and costume designing for Cirque de Soleil have honed this Argentina-born designer's uniquely modern approach to underwire bras, panties and "indoor wear." Since 2011, under her eponymous label, she's been creating buzz with 100% made-in-Québec undergarments recognized for their flirty sensuality.



**Lea-Ann Belter**

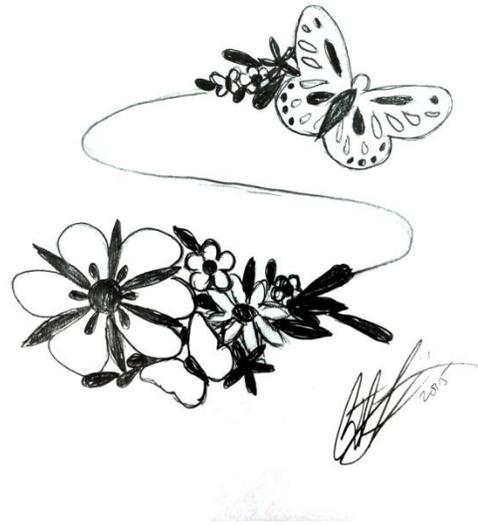
Each of [Lea-Ann Belter's](#) exquisite, handmade-in-Canada bridal styles is given a woman's name, and a very distinct personality. Yet they all share a contemporary sense of romance, and a master designer's talent for coaxing movement from fine fabrics, be it bias-draped satin, tiered organza or pleated silk. Named 2007 Wedding Gown Designer of the Year by the Canadian Wedding Industry, Lea-Ann studied glass and textile design at Sheridan College before tackling fashion at the International Academy and discovering her true métier. Belter opened her Toronto bridal salon in 2002.

@LeaAnnBelter

## Introducing the Bridal Designers of the 2015 White Cashmere Collection (cont'd)

### Rita Tesolin

It's been more than a dozen years since Toronto's [Rita Tesolin](#) turned her back on a law career to pursue her passion for precious and semi-precious stones. In the ensuing years, she's outfitted the likes of Iman, Nelly Furtado and Sheryl Crow in her head-turning, hand-crafted, one-of-a-kind creations. Whether she's "speaking" in crystal, amber, jet, turquoise, pearls or agate, Tesolin always delivers dramatic, often bold-scale necklaces, earrings and cuffs that are the very definition of statement jewelry. Her works of art are available at Kleinfeld Bridal at Hudson's Bay. @ritatesolin



### David Dunkley

International award-winning milliner, [David Dunkley](#), was trained by former Royal Milliner to Her Majesty Queen Elizabeth the Queen Mother and combines both the design of bridal and event milliner with the intimate retail studio that exclusively offers his magnificent creations of hats, fascinators and bridal headpieces. Named Official Milliner to the running of the 156th Queen's Plate, it's David's hint of whimsy that distinguishes this talented Torontonians' millinery. You can find his bridal millinery at Kleinfeld Bridal at Hudson's Bay and in David Dunkley Fine Millinery studio/shop.

@DavidDunkleyHat

### About the White Cashmere Collection

A celebration of Canadian fashion that unites Cashmere Bathroom Tissue, designers and the Canadian Breast Cancer Foundation, the White Cashmere Collection™ is a stunning showcase for Canada's established and emerging design talent and has brought more than 135 top Canadian fashion designers together since 2004.

## **Introducing the Bridal Designers of the 2015 White Cashmere Collection** (cont'd)

An annual fund- and awareness-raiser for the Canadian Breast Cancer Foundation, the White Cashmere Collection is the first-of-its-kind in the world, and entirely crafted in 100 per cent pure, luxuriously, soft sheets of Cashmere Bathroom Tissue. Kruger Products L.P., maker of Cashmere Bathroom Tissue, is one of the Foundation's top five national brand partners and a proud supporter of the Canadian Breast Cancer Foundation since 2005.

The collection heralds the annual return of limited-edition Cashmere in support of the Canadian Breast Cancer Foundation, a corporate social responsibility initiative, with twenty-five cents from the sale of every package going directly to the Foundation, throughout October Breast Cancer Awareness Month.

### **About Cashmere and Kruger Products LP**

Cashmere, Canada's best-selling bathroom tissue, reflects Kruger Products' commitment to providing the finest quality tissue products to Canadian consumers. Kruger Products is Canada's leading tissue manufacturer and serves the Canadian consumer market with such well-known brands as Cashmere, Cashmere UltraLuxe, Purex, SpongeTowels and Scotties, as well as away-from-home products for industrial and commercial use across Canada and the U.S.

### **About the Canadian Breast Cancer Foundation**

Canadian Breast Cancer Foundation is the leading community driven organization in Canada dedicated to creating a future without breast cancer. Our investments in innovative and relevant research and education have led to progress in breast cancer prevention, diagnosis, treatment and care. Since 1986, we have been at the forefront of a nationwide movement supporting and advocating for the breast cancer community. Visit [cbcf.org](http://cbcf.org) for more information.

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Nancy Marcus, Corporate Vice President, Consumer Marketing at Kruger Products; Jessica Mulroney, Curator; and Farley Chatto, Artistic Director of the White Cashmere Collection 2015 are available for interviews.



LIKE Cashmere on [Facebook](#).

The White Cashmere Collection is documented at [Cashmere.ca](#). This year's Fashion Designer Lineup can be viewed on [YouTube](#).

**Introducing the Bridal Designers of the 2015 White Cashmere Collection** (cont'd)



Tweet the White Cashmere Collection on Twitter using  
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