



For Immediate Release

September 28, 2016

Biography: Farley Chatto
Artistic Director of the White Cashmere Collection 2016



Canadian fashion designer, Farley Chatto, brings years of experience to his role as Artistic Director of the Annual White Cashmere Collection 2016. Showcasing 16 top Canadian designers who support the vision of a future without breast cancer, the White Cashmere Collection™ 2016 showcases Canada's four seasons in the world's first and only fashion collection crafted in luxuriously soft Cashmere Bathroom Tissue (BT), Canada's best-selling brand. An eagerly anticipated, annual fund- and awareness-raiser for the Canadian Breast Cancer Foundation (CBCF), the collection heralds the return of limited-edition Cashmere in support of the CBCF, with twenty-five cents from the sale of every package going directly to the Foundation throughout October Breast Cancer Awareness month. Featuring a stellar cast of fashion artisans from across the nation, this year's collection boasts several firsts including

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couture specially designed for wheelchair-users, trend-setting active wear and the return of the winner from the inaugural White Cashmere Collection Student Competition in 2006.

Chatto started his successful *Farley Chatto* label while still a student at Ryerson University and he was named one of the “Top 10 Young Canadian Designers to Watch” in the City of Toronto Young Designer Show, at the Festival of Canadian Fashion. Since then, he has returned to Ryerson University as an Instructor in the School of Fashion and has worked in cities around the world, including New York, Paris and Milan. He has collaborated with top international designers like Giorgio Armani, Donna Karan and the late Alexander McQueen and designed for an exclusive roster of VIP clients including Sir Elton John, Drake, Vin Diesel, Laurence Fishburne and Sex and the City stars Sarah Jessica Parker and Chris Noth. He has worked with an impressive list of corporate clients, including Kruger Products and MAC Cosmetics, and is currently working in the luxury market of furs as the in-house designer at the Four Seasons Fur Co.

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Farley Chatto, Artistic Director of the White Cashmere Collection 2016 is available for interviews. Photo credit for Farley Chatto's Photo: J.R. Bernstein Photography.

High-resolution BT Couture photography by Caitlin Cronenberg and additional materials are available at Strategic Objectives' FTP site with the following information:

Link: <http://softp2.strategicobjectives.com>

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