



**For Immediate Release**

September 28, 2016

**White Cashmere Collection 2016**  
**Frequently Asked Questions**

**What is the White Cashmere Collection?**

The White Cashmere Collection is the world's first collection of one-of-a-kind, designer-made couture fashioned in luxuriously soft sheets of Cashmere Bathroom Tissue (BT).

Unique in the world, the annual collection kicks-off October Breast Cancer Awareness month and heralds the return of limited-edition Cashmere in support of the Canadian Breast Cancer Foundation (CBCF).

This year's White Cashmere Collection showcases true patriot love for Canada's diverse landscape and climate with breathtaking fashions from 16 top Canadian fashion designers who have created stunning Cashmere BT Couture that reflects the designers' interpretation of Canada's four seasons: autumn, winter, spring and summer.

**How does Cashmere support the Canadian Breast Cancer Foundation?**

Cashmere generates funds and awareness for the Canadian Breast Cancer Foundation. Kruger Products, maker of Cashmere, has been a proud supporter of the CBCF since 2005 and is one of their top five national corporate partners.

Cashmere hosts The White Cashmere Collection, as a fund- and awareness-raiser for the CBCF and produces limited-edition Cashmere in support of the Canadian Breast Cancer Foundation. Twenty-five cents from the sale of every package goes directly to the CBCF throughout October, Breast Cancer Awareness Month.

...more

**What is the nature of Kruger Products' partnership with the Canadian Breast Cancer Foundation?**

Kruger Products began its partnership with the Canadian Breast Cancer Foundation in 2005 to raise awareness and funds to help improve quality of life and support for women living with or who have survived breast cancer and their families supporting them. The partnership includes a significant financial contribution as well as ongoing fund- and awareness-raising initiatives.

**Who are the participating designers this year?**

Featuring a stellar cast of 16 fashion artisans from across the nation, the White Cashmere Collection 2016 boasts several firsts including 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. This year's show proudly features the following exceptional designers:

**Autumn Designers:**

- **IZ Collection** by Izzy Camilleri, Toronto, @izadaptive
- **KaaDiki** by Haithem Elkadiki, Calgary, @kaadiki
- **Miriam Baker**, Toronto, @miriam\_baker\_
- **House of Knot** by Katherine Phan, Calgary, @houseofknot

**Winter Designers:**

- **V-FRANZ** by Vfranz Bernil, Montréal, @v\_franz
- **DIODATI** by Luca Galardo, Montréal, @lucagalardo
- **DALLA** by Hussein Dhalla, Toronto, @houseofdalla
- **Will Poho and Joseph Tassoni**, Toronto, @swamcanada

**Spring Designers:**

- **Damzels in this Dress** by Rory Lindo and Kelly Freeman, Toronto, @dollfactorybydamzels
- **UNTTLD** by José Manuel St-Jacques and Simon Bélanger, Montréal, @unttld\_official
- **Som Kong**, Toronto, @somkong
- **Jon De Porter** (Jeweller), Toronto, @jondeporter

**Summer Designers:**

- **NARCES** by Nikki Yassemi, Toronto, @\_narcas
- **Stephan Caras Design** by Stephan and Kyriako Caras, Toronto, @stephancaras
- **AGAME Tennis** by Andrea Watley, Toronto, @agametennis
- **Lisa Drader-Murphy**, Halifax, Nova Scotia, @lisadradermurphy

**How many Canadian designers have participated in The White Cashmere Collection?**

The White Cashmere Collection has featured more than 150 emerging and established Canadian designers since its debut in 2004, including David Dixon, Marie Saint Pierre, Greta Constantine, Mackage, Sunny Fong, Christopher Paunil, Paul Hardy and Philip Sparks to name just a few.

**What happens to the collection after the BT couture fashion show?**

White Cashmere Collection dresses are stored for future media opportunities, events and are included in retrospective displays each year to honour past designers.

**What is Vote Couture for the Cure®?**

Vote Couture for the Cure® is a unique opportunity for Canadians to support the collection's fashion designers and help raise funds and awareness for breast cancer.

Canadians are invited to vote for their favourite Four Seasons couture BT garment and Cashmere will donate \$1 for every vote, up to \$10,000, to the CBCF in the winning designer's name, from September 28 through October 26, 2016. Voters will be entered in a draw to win weekly prizes with the ultimate chance to WIN a "4 Seasons Getaway" vacation valued at \$3,000.

**Where can I learn more about the White Cashmere Collection?**

Join the Cashmere Facebook Page at [Facebook.com/Cashmere](https://www.facebook.com/Cashmere) and check out The White Cashmere Collection at [cashmere.ca](http://cashmere.ca).