



White Cashmere Collection Celebrates 10th Anniversary **With Brilliant Cast of 20 Leading Canadian Fashion Designers**

*Stunning 10 year tribute will feature Cashmere BT Couture
to raise funds and awareness for Breast Cancer*

Ten years in the making and unique in the world, Canada's first and only fashion collection entirely crafted in pure, soft and luxurious Cashmere Bathroom Tissue (BT) will celebrate its 10th Anniversary this year. The [White Cashmere Collection](#) has showcased more than 100 top Canadian fashion designers in support of the [Canadian Breast Cancer Foundation](#) since its inception in 2004.

A breathtaking annual showcase for Canada's established and emerging design talent, the 2013 collection is curated by fashion designer [Farley Chatto](#). He has assembled the collection's largest cast to-date, starring 20 top designers who will create Cashmere BT Couture inspired by the courage and strength of women affected by breast cancer. Fashioned entirely in [Cashmere Bathroom Tissue](#), Canada's best-selling brand, the collection is an eagerly awaited, annual fund- and awareness-raiser to help design a future without breast cancer.

The Pink and White Gala

This year's show heralds the seasonal return of limited-edition [Pink Cashmere](#), with twenty-five cents from the sale of every package going directly to The Foundation, throughout October Breast Cancer Awareness Month. To herald the introduction of Cashmere's newest BT, Cashmere UltraLuxe, one garment will be made entirely from Cashmere's softest, most luxurious bathroom tissue ever.

The Designers of the 10th Annual White Cashmere Collection 2013(cont'd)

Themed **The Pink and White Gala**, the 10th Anniversary White Cashmere Collection will debut at Toronto's Art Gallery of Ontario with a spectacular runway show attended by an exclusive, invitation-only audience, on Wednesday, September 25, 2013.

This year's collection features a star-studded cast of new and returning designers including Member of the Order of Canada, Marie Saint Pierre and David Dixon, Canada's King of fashion. Other notable names include: Lucian Matis, Paul Hardy, Sunny Fong of VAWK, Joseph Helmer, Chris Tyrell and Jim Searle of Hoax Couture, Joyce Gunhouse and Judy Cornish of Comrags, Anastasia Lomonova, Rita Tesolin, Christopher Paunil, Rodney Philpott, Carlie Wong, Jason Matlo, David Dunkley Fine Millinery, Luko Marion of L'Autre Couture, Camilla Jørgensen of MICALLA, Dylan Uscher of DylaniumKnits, Duy Nguyen and Farley Chatto.

Designer Lineup:

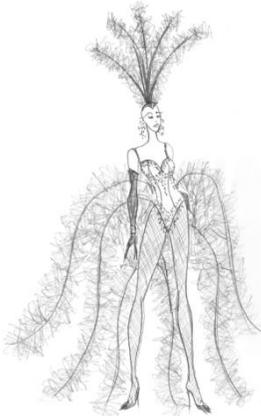


[Marie Saint Pierre](#) is often referred to as Montreal's grande dame of fashion. Since the late 80s, this Member of the Order of Canada and Chevalier de L'Ordre National du Québec, has been developing a global reputation for her distinctive, innovative, and texturally intriguing women's wear. Saint Pierre's dramatic, thoughtful creations are available at her two Montreal boutiques, as well as more than 40 boutiques and specialty stores across Canada and the US. She joined the first-ever White Cashmere Collection in 2004, and served as Curator for the Montreal White Cashmere Student Design Competition in 2006.

Sought-after may be the best phrase to describe White Cashmere Collection veteran [David Dixon](#), who not only starred in the 2005 collection, but also curated the White Cashmere Student Design Competition in 2006. In the decades he's been producing timelessly elegant clothes, he's also been called on to design for Barbie; develop collections for the Shopping Channel, Hudson's Bay and Sears; and to dress the likes of **Jann Arden**, **Jennifer Love Hewitt** and **Kristen Booth**. But at his core, Dixon is synonymous with modern clothes that make any woman feel beautiful. While based in Toronto, his designs are sold across Canada and in the United States, Kuwait, the United Arab Emirates, Switzerland,



Germany, Tokyo and Hong Kong.



From the Grammy Awards red carpet and the Miss America Pageant runway to the So You Think You Can Dance stage and the bridal altar – whenever the situation calls for a show-stopping, one-of-a-kind dress, Newfoundland-born [Rod Philpott](#) has the answer. Philpott has been creating memorable couture extravaganzas for more than 15 years, and continues to do so from his Rodney Philpott Designs store in downtown Galt, Cambridge.

Well before launching his first collection in 2007, Toronto's [Lucian Matis](#) began collecting accolades, from the Fur Council of Canada Award in 2002, and the 2003 Alfred Sung Award for fashion design talent, to name only a few. Since then, his fiercely glamorous clothes, European flair (he's Romania-born), and fashion savvy have earned him roles on *Project Runway Canada*, *The Shopping Channel*, *Canada's Next Top Model*, along with enthusiastic support from Canada's fashion press. A contributor to the White Cashmere Collection 2008, his signature line, Lucian Matis, is available through custom-order, while MATIS by Lucian Matis, his ready-to-wear collection, is carried in more than 70 stores across North America.



A star of the White Cashmere Collections in 2005 and 2009, famed Calgarian, [Paul Hardy](#), has survived the “boy wonder” label to become one of Canada's most respected fashion designers. Having celebrated his 10th anniversary last year, this supremely talented individualist continues to explore contemporary silhouettes and fascinating fabrications for legions of appreciative and fashion-savvy women – including **Diane Kruger**, **Keshia Chanté**, **Chantal Kreviazuk** and **Kate Hudson**. Hardy's ready-to-wear line is available from his Atelier in Calgary.

The Designers of the 10th Annual White Cashmere Collection 2013(cont'd)

Is it the masterful tailoring, the exquisite hand-detailing or the sheer audacity of design that makes Toronto's **Sunny Fong** fashions a red carpet favourite? What we know for certain is since 2004, his made-in-Canada [VAWK](#) collection has snagged the attention of **Katy Perry**, **Elisha Cuthbert** and a raft of less boldfaced fashion adventuresses. This self-taught talent is both a *Project Runway Canada* and White Cashmere Collection 2009 alum, and continues to haunt the precincts of fierce femininity and ineffable luxury. The Vawk collection is available at The Room at Hudson's Bay and soon, online at [vawk.ca](#).



Exquisite training, an exuberant respect for the art of fashion and a perfectionist's attention to detail merge in the often astounding creations of Montreal's [Joseph Helmer](#). After completing studies at LaSalle College and apprenticing in some of Europe's most significant fashion ateliers, he returned to Montreal and began producing his singular, beautifully-tailored jackets and his extravagantly textured gowns. Helmer's magical, made-to-order clothes and ready-to-wear are available through his Montreal boutique gallery, ISHI on Crescent Street, and Une île en Amérique on Laurier St. West. Joseph Helmer took part in the White Cashmere Collection 2007.

Since teaming up in 1985, **Chris Tyrell** and **Jim Searle** of [Hoax Couture](#) have dressed more celebrities, performers and brides than they can count. This iconic Toronto fashion duo consistently answers the call to produce stylish men's and women's wear for life's big occasions, be they on stage, on the red carpet, at the altar or at a gala. "We will make whatever you want," says Searle. "And we'll make it fabulous." Hoax Couture was featured in the White Cashmere Collection 2011.





Joyce Gunhouse and **Judy Cornish** have turned [Comrags](#) into one of Canada's best-known and best-loved fashion labels. Even after 30 years, die-hard fans and newly-minted devotees swoon for each new season's easy-to-wear silhouettes, laid-back styling and quirky prints that are brand signatures. Aside from their flagship store on Toronto's Dundas Street West, the collection is available online and at select fashion boutiques across Canada. The duo took part in The White Cashmere Collection 2008.

Tagged as a talent to watch since her debut collection in 2007, Montreal resident and Ukraine-born [Anastasia Lomonova](#) has more than met expectations with her consistently luxurious, sexy looks. Lomonova's Spring 2013 collection is a perfect example, with its meticulously draped, ruffled and fringed dresses and skirts in sensuous jerseys, silks and chiffons. Montreal's Boutique Denis Gagnon is headquarters for buying her show-stopping designs. A veteran of the White Cashmere Collection 2009, Anastasia Lomonova is also a graduate of The Toronto Fashion Incubator.



Whether you're **Sheryl Crow**, **Carly Rae Jepsen**, **Nelly Furtado** or a dedicated fashionista, wearing [Rita Tesolin](#) jewelry allows anyone to stand out in a crowd. Since 2003, this former Toronto lawyer has been creating head-turning earrings, bracelets and necklaces in bold-scale, notice-me combinations of semi-precious stones, crystal, chains and metals. Sources for Tesolin treasures include high fashion boutiques in Canada, the US, Malaysia and Puerto Rico. Rita Tesolin took part in the White Cashmere Collection 2011.

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George Brown College degree in hand, Toronto's [Christopher Paunil](#) honed his skills with costume design and pattern making jobs before launching his own custom label in 2009. His mastery of the perfect fit, his deftness with fabrics and his flawless instinct for romantic flourishes explain why this designer is on speed dial for so many of Toronto's most fashion-conscious brides-to-be. Paunil's charming bridal and evening gowns are available, by appointment, through his Toronto studio. Christopher Paunil starred in the White Cashmere Collection 2011.



[Carlie Wong's](#) C.V. already includes a fashion degree from Vancouver's Kwantlen Polytechnic University, a memorable stint on *Project Runway Canada*, years of well-received ready-to-wear collections and seeing her work worn by the likes of **Carly Rae Jepsen** and **Florence Welch**. Wong applies her sophisticated, modern sense of glamour and her meticulous, old-school craftsmanship to a seductive line of couture evening gowns and bridal dresses. Check out her spectacular couture online at carliewong.com. Carlie Wong contributed to the White Cashmere Collection 2009.

Nobody can spin jersey into a seductive club frock or evening dress like Vancouver's [Jason Matlo](#), a veteran of the White Cashmere Collection 2011. The West Coast's best-dressed, most fashion-alert, and its brides-to-be, have pegged Matlo as the go-to guy for classic glamour and romanticism infused with a modernist twist. Trained at the Helen Lefeaux School of Design, he creates reliably luxurious, ultra-feminine clothes that can be found at The Room at Hudson's Bay, Wear Else, Rebecca Bree and Fine Finds Boutique in Vancouver; Jigsaw in Kelowna; Muse in Red Deer; Floc Boutique in Edmonton and October Boutique in Winnipeg.





Anyone looking for a fabulously flattering hat, fascinator or bridal headpiece need look no further than Toronto's **David Dunkley** of [David Dunkley Fine Millinery](#). Dunkley has studied with former **Milliner to Her Majesty Queen Elizabeth The Queen Mother** and his creations have been sported by members of **Queen Elizabeth II's** royal entourage, and **Her Royal Highness The Duchess of Cornwall** (Camilla, wife of Prince Charles). But it's his thoroughly modern, fun-loving sensibility that gives his couture millinery the stylish "wink" no self-respecting fashionista should be without. Dunkley entertains custom orders and sells his ready-made hats at his Bathurst Street studio and select boutiques. David Dunkley starred in the White Cashmere Collection 2009.

Based in Montreal, **Luko Marion's** most recent [L'Autre Couture](#) runway collection – with its leather bustiers, chainmail bras, sheer tops and sweeping wool felt skirts – only solidified his reputation as a daring design talent. He's a committed avant gardiste who inhabits the spheres of design and fashion. Marion's distinctive clothes are worn by such diverse musical performers as **Malia** and **Catherine Durand** and are available by appointment. Luko Marion was featured in the White Cashmere Collection 2011 and also curated a unique Cashmere BT collection for Gala Artis 2012 which honours the Quebec TV industry.



Women who love statement jewelry are delighted that Danish-born, **Camilla Jørgensen**, a former international relief aid worker in Sudan, somehow found herself in Montreal launching [MICALLA](#) in 2007. Since then, she's produced consistently impressive collections of fabulous designs: waterfalls of highly-polished, gumball-sized quartz stones; crystal cuffs and chokers that rival Daniel Libeskind's famed addition to the Royal Ontario Museum, show-stopping Swarovski™ crystal mini-shrugs and scarves. Jørgensen's pieces are available at luxury boutiques across the country. This is her first time participating in the White Cashmere Collection.

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Toronto's [Dylan Uscher](#) is a self-taught knitwear designer and, as owner of DylaniumKnits, collaborates with top designers (former White Cashmere Collection alums Greta Constantine and Philip Sparks among them), to enhance their collections with custom knit pieces. New to the White Cashmere Collection this year, Uscher began designing in 2009 and in two short years has established himself as the go-to guy for high-fashion knitwear. He won the very first-ever Eveleen Dollery Award from the Toronto Fashion Incubator in 2012.



Born in Vietnam and raised in Montreal, 33-year-old [Duy Nguyen](#) is new to the White Cashmere Collection this year, and can pinpoint the exact moment he decided on a career in fashion: the March '94 issue of American VOGUE, with Linda Evangelista on the cover and an essay on original thinking by Karl Lagerfeld. After studying at LaSalle College, his collections have earned him runway sponsorships from ELLE Quebec and First Prize in the 2012 Mercedes-Benz Start Up. The high-end, ready-to-wear line, DUY, is executed in luxury fabrics that contrast fine tailoring with femininity, and is available for custom order online at duycollection.com.

This year [Farley Chatto](#), Canadian fashion's Renaissance man, is reprising both his role as Curator and designer for the White Cashmere Collection. Chatto has created one-of-a-kind men's and women's wear and brought his inimitably provocative style to memorable collaborations – including Fashion Cares, Holt Renfrew, MAC Cosmetics, and BMW, for more than 25 years. Regina-born and Ryerson trained, he offers his unique bespoke creations, by appointment, through his Adelaide Street West studio in Toronto. Chatto participated as a designer in the first White Cashmere Collection 2004 and again in 2009.



About the White Cashmere Collection

The White Cashmere Collection is Canada's annual celebration of Fashion with Compassion. A fund- and awareness-raiser for the Canadian Breast Cancer Foundation, the Cashmere BT (bathroom tissue) Couture collection, now celebrating its tenth anniversary, stars Canada's leading fashion designers. The first-of-its-kind in the world, and entirely crafted in 100 per cent pure, soft and luxurious sheets of Cashmere Bathroom Tissue, the collection supports the Canadian Breast Cancer Foundation's vision of a future without breast cancer. More than 100 Canadian designers have participated to-date.

The collection features limited-edition Pink Cashmere, 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, is 100 per cent Canadian-made and 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, Purex, SpongeTowels and Scotties, as well as away-from-home products for industrial and commercial use across Canada and the U.S.

The White Cashmere Collection, now celebrating its tenth fashionable year, is documented at Cashmere.ca; you can join the Cashmere Facebook Fan Page at [Facebook.com/Cashmere](https://www.facebook.com/Cashmere).

About the Canadian Breast Cancer Foundation

The Canadian Breast Cancer Foundation has been at the forefront of a nation-wide movement to raise awareness and mobilize action on breast cancer for more than 25 years. Today, the Foundation is the leading organization in Canada dedicated to creating a future without breast cancer and has invested over \$274 million to fund vital research and community health grants that have led progress in breast cancer prevention, diagnosis, treatment and care across Canada since 1986. Visit cbcf.org and join the movement.

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Nancy Marcus, Corporate Vice President, Consumer Marketing at Kruger Products and Farley Chatto, Curator of the White Cashmere Collection 2013 are available for interviews.

The Designers of the 10th Annual White Cashmere Collection 2013(cont'd)



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The White Cashmere Collection is documented at [Cashmere.ca](#). Videos of previous collections can be viewed on [YouTube](#).



Tweet the White Cashmere Collection on Twitter at #Cashmere10.

For more information, please contact:

Tonisha Bath or Kelly Baita

Strategic Objectives

416-366-7735 x274 or x224

Email: tbath@strategicobjectives.com or kbaita@strategicobjectives.com