



For Immediate Release

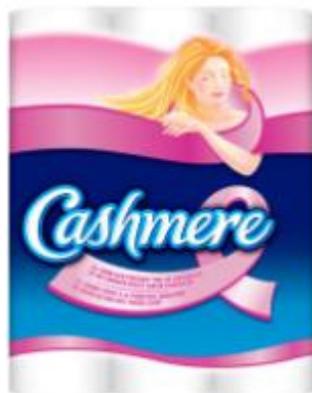
September 25, 2013

White Cashmere Collection 2013 Celebrates Decade of Design

Twenty Top Canadian Fashion Designers Create Cashmere BT Couture to Support Canadian Breast Cancer Foundation

TORONTO, ON – An unforgettable tribute to Designing a Future without Breast Cancer made its spectacular runway debut at the Tenth Annual White Cashmere Collection, Canada's first and only fashion collection entirely crafted in pure, soft and luxurious [Cashmere](#) Bathroom Tissue (BT), on Wednesday, September 25, 2013 at Toronto's [Art Gallery of Ontario](#).

Ten years in the making and unique in the world, The White Cashmere Collection celebrated a milestone anniversary this year with its largest cast of designers to-date; a stunning runway show; high-fashion photography by [Caitlin Cronenberg](#); and a Facebook contest and fundraiser. The collection highlights Cashmere's generous and ongoing support of the [Canadian Breast Cancer Foundation](#) and heralds the annual return of limited-edition Pink Cashmere, a fund- and awareness-raiser for the Foundation, with twenty-five cents from the sale of every package going directly to the cause, throughout October Breast Cancer Awareness Month.



...more

Themed The Pink and White Gala and curated by Canadian fashion designer Farley Chatto, the White Cashmere Collection stars 20 top Canadian designers and an amazing range of glamorous gowns, show-stopping textural creations, avant-garde masterpieces and full-body accessories, all crafted in 100 per cent pure, soft and luxurious sheets of White and Pink Cashmere Bathroom Tissue, Canada's best-selling brand. To herald the introduction of Cashmere's newest BT, Cashmere UltraLuxe, one garment was fabricated with Cashmere's softest, most luxurious bathroom tissue ever.

A Milestone Anniversary

A one-of-a-kind annual showcase for Canada's established and emerging design talent, the White Cashmere Collection has featured more than 125 top Canadian designers since its debut in 2004 and the 10th annual 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 noteworthy names include: [Lucian Matis](#); [Paul Hardy](#); [VAWK](#) by Sunny Fong; [Joseph Helmer](#); [Hoax Couture](#) by Jim Searle and Chris Tyrell; [Comrags](#) by Joyce Gunhouse and Judy Cornish; [Anastasia Lomonova](#); [Rita Tesolin](#); [Rod Philpott](#); [Christopher Paunil](#); [Carlie Wong](#); [Jason Matlo](#); [David Dunkley Fine Millinery](#); [L'Autre Couture](#) by Luko Marion; [MICALLA](#) by Camilla Jørgensen; [DylaniumKnits](#) by Dylan Uscher; [DUY](#) by Duy Nguyen; and curator Farley Chatto.

This year's packed-out runway show kicked off with a live retrospective, honouring the first nine collections, to build anticipation and excitement for the 2013 10th anniversary collection.

"We are extremely proud of what the White Cashmere Collection has accomplished in 10 short years and how it pays tribute to the courage and strength of women and their families affected by breast cancer," says Nancy Marcus, Corporate Vice President, Consumer Marketing at Kruger Products. "We launched the White Cashmere Collection in 2004 and since its inception, we broke ground by creating Canada's first and only fashion collection crafted entirely in bathroom tissue and united Canada's fashion community with a cause that is very important to our company. We are honoured to now be one of the Foundation's top five national partners and to celebrate this achievement with our biggest, most impressive collection to-date."

The live runway show was hosted by Beverly Thomson, breast cancer survivor and co-host of CTV Canada AM, and featured Quebec fashion blogger and breast cancer survivor, Lolitta Dandoy, who walked the runway.

"It's impressive to be part of the collection's remarkable growth and success and the diverse embodiment of Canadian fashion over the past decade!" says 2013 collection curator and designer, Farley Chatto. "I am proud and honoured to collaborate with Kruger Products to

commemorate this important milestone with an incredibly talented cast of my peers who are amazingly creative Canadian designers that support the breast cancer cause.”

This year’s collection was photographed at the Art Gallery of Ontario by Caitlin Cronenberg, a rising Canadian star on the international photography scene. Her portfolio of 20 high-fashion Cashmere photos was released at the show and is displayed at cashmere.ca. The White Cashmere Collection’s long time supporters, Marc Anthony Salon and MAC Cosmetics brought the theme to life with hair and make-up for the shoot and styled models for the live show, with shoes provided by Town Shoes and jewelry by Swarovski.

Make Your Vote Count – VOTE Couture for the Cure

Canadians can view the collection and support the cause by joining Cashmere’s unique Vote Couture for the Cure™ initiative at www.Facebook.com/Cashmere from September 25 through November 1, 2013. Fans are invited to vote for their favourite design and Cashmere will donate \$1 per vote, up to \$10,000, to the Foundation in the winning designer’s name. Votes will be entered in a draw to win a shopping spree worth \$10,000.

Kruger Products LP’s partnership with the Canadian Breast Cancer Foundation

“The Canadian Breast Cancer Foundation is extremely grateful for the ongoing commitment and support of Kruger Products and we are honoured to be part of the 10th Annual White Cashmere Collection,” says Sandra Palmaro, CEO of the Canadian Breast Cancer Foundation.

“Cashmere is a longstanding partner dedicated to the Foundation’s vision of creating a future without breast cancer. Through the White Cashmere Collection and limited-edition Pink Cashmere, Kruger is helping raise consumer awareness and funds for breast cancer research, education and health promotion.”

About the White Cashmere Collection

The White Cashmere Collection is Canada’s annual celebration of Designing a Future without Breast Cancer. 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 125 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, 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.

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.



LIKE Cashmere on Facebook.com/Cashmere.



Tweet the White Cashmere Collection on Twitter at #Cashmere10.

-30-

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

High-resolution BT Couture photography is available at Strategic Objectives' FTP site with the following information:

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

Username: strategic1

Password: chicago10

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