



For Immediate Release

September 25, 2013

**Introducing the Brilliant Designers of the
2013 White Cashmere Collection**

An unforgettable tribute to Designing a Future without Breast Cancer took to the runway on Wednesday, September 25, 2013 with the debut of the Tenth Annual White Cashmere Collection, Canada's first and only fashion collection entirely crafted in pure, soft and luxurious [Cashmere](#) Bathroom Tissue (BT), 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. All 20 designers showcased garments and accessories crafted in 100 per cent pure, soft and luxurious sheets of White and Pink Cashmere Bathroom Tissue, Canada's best-selling brand. The show supports the [Canadian Breast Cancer Foundation](#) and heralds the annual return of limited-edition Pink Cashmere with twenty-five cents from the sale of every package going directly to the cause, throughout October Breast Cancer Awareness Month.

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 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 David Uscher; [DUY](#) by Duy Nguyen; and curator [Farley Chatto](#).

Marie Saint Pierre

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

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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.

David Dixon

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.

Rod Philpott

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.

Lucian Matis

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.

Paul Hardy

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.

VAWK by Sunny Fong

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.

Joseph Helmer

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.

Hoax Couture by Chris Tyrell and Jim Searle

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.

Comrags by Joyce Gunhouse and Judy Cornish

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.

Anastasia Lomonova

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

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White Cashmere Collection 2009, Anastasia Lomonova is also a graduate of The Toronto Fashion Incubator.

Rita Tesolin

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.

Christopher Paunil

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

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.

Jason Matlo

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 Lefaux 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.

David Dunkley Fine Millinery

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.

L'Autre Couture by Luko Marion

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.

MICALLA by Camilla Jørgensen

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.

DylaniumKnits by Dylan Uscher

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.

Duy Nguyen

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.

Farley Chatto

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.

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

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

Username: strategic1

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