



For Immediate Release

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Biography: Farley Chatto
Curator of the Tenth Annual White Cashmere Collection 2013



Canadian designer, Farley Chatto, brings years of experience to his role as Curator and Artistic Director of the Tenth Annual White Cashmere Collection 2013. Ten years in the making and unique in the world, the BT (bathroom tissue) Couture Collection, a fund- and awareness-raiser for the Canadian Breast Cancer Foundation, stars 20 top Canadian designers and an amazing range of glamorous gowns, show-stopping textural creations, avant-garde masterpieces and full-body accessories. Their BT couture is crafted in 100 per cent pure, soft and luxurious sheets of White and Pink Cashmere Bathroom Tissue, Canada's best-selling brand.

"Every year the talent and dedication of the designers astounds me and I'm always so impressed at the diverse embodiment of Canadian fashion over the past decade," says returning curator Farley Chatto, who has designed for an exclusive roster of VIP clients including Sir Elton John, Sir Richard Branson and Sex and the City stars Sarah Jessica Parker

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and Chris Noth. “The Cashmere BT Couture Collection continues to draw from the most amazing Canadian fashion designers and this year we have a lot to celebrate. This milestone anniversary features the largest cast of designers to-date and one garment is created with Cashmere UltraLuxe, Cashmere’s softest, most luxurious bathroom tissue ever.

I’m truly honoured to return as the curator and be part of this very special collection that is a tribute to Designing a Future without Breast Cancer.”

Chatto started his successful *Farley Chatto* label while still a student at Ryerson University School of Fashion Design where he was named one of Toronto’s “Top 10 Young Canadian Designers to Watch.” Since then, he’s worked in cities around the world, including New York, Paris and Milan, and has collaborated with top international designers Giorgio Armani, Donna Karan and the late Alexander McQueen.

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Farley Chatto, Curator of the White Cashmere Collection 2013 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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