



For Immediate Release

September 29, 2015

Biography: Jessica Mulrone
Curator of the White Cashmere Collection 2015



A brilliant vision of love, romance and a future without breast cancer is the theme for the White Cashmere Collection 2015. Starring 15 top Canadian bridal designers and their spectacular wedding creations – all crafted in luxuriously soft Cashmere Bathroom Tissue, Canada’s best-selling brand – the world’s first collection of one-of-a-kind, designer-made wedding couture with Cashmere Bathroom Tissue, is curated by Jessica Mulrone, Kleinfeld Hudson’s Bay. An annual fund- and awareness-raiser for the Canadian Breast Cancer Foundation (CBCF) and kick-off to October Breast Cancer Awareness month, the collection heralds the seasonal return

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of limited-edition Cashmere in support of the Canadian Breast Cancer Foundation, a fundraiser with twenty-five cents from the sale of every package going directly to CBCF during October.

A recognized lifestyle media commentator, Jessica weighs-in on topics ranging from fashion and home decor to family and parenting. Whether acting as a brand ambassador or co-hosting an event, Jessica's positivity and poise are palpable.

Jessica was immersed in the world of fashion from a young age. Her family has been in the clothing business, designing and selling private-label sleepwear in North America, for decades, and she has worked in various capacities at Holt Renfrew, as well as Browns Shoes. She is a co-distributor of exclusive high-end lingerie, and also represents the iconic Hudson's Bay Company managing projects, public relations, and social media for the store's bridal department.

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Jessica Mulronev, Curator of the White Cashmere Collection 2015 is available for interviews.

High-resolution BT Couture photography by Babar Khan and additional materials are available at Strategic Objectives' FTP site with the following information:

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

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