



**For Immediate Release**

September 29, 2015

**White Cashmere Collection 2015**  
**Frequently Asked Questions**

**What is the White Cashmere Collection?**

The White Cashmere Collection is the world's first collection of one-of-a-kind, designer-made wedding couture fashioned in luxuriously soft sheets of Cashmere Bathroom Tissue (BT).

Unique in the world, the annual collection kicks-off October Breast Cancer Awareness month and heralds the seasonal return of limited-edition Cashmere in support of the Canadian Breast Cancer Foundation. With twenty-five cents from the sale of every package going directly to CBCF, the limited-edition Cashmere provides Canadians with the opportunity to help make a difference in the lives of women and their families affected by breast cancer.

**How does Cashmere support the Canadian Breast Cancer Foundation?**

Cashmere generates funds and awareness for the Canadian Breast Cancer Foundation. Kruger Products, maker of Cashmere, has been a proud supporter of CBCF since 2005 and is one of CBCF's top five national corporate partners.

Cashmere hosts The White Cashmere Collection, as a fund- and awareness-raiser for CBCF and produces limited-edition Cashmere in support of the Canadian Breast Cancer Foundation. Twenty-five cents from the sale of every package goes directly to CBCF throughout October, Breast Cancer Awareness Month.

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**What is the nature of Kruger Products' partnership with the Canadian Breast Cancer Foundation?**

Kruger Products began its partnership with the Canadian Breast Cancer Foundation in 2005 to raise awareness and funds to help improve quality of life and support for women living with breast cancer and their families. The partnership includes a significant financial contribution as well as ongoing fund- and awareness-raising initiatives.

**Who are the participating designers this year?**

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 – the world's first collection of one-of-a-kind, designer-made wedding couture with Cashmere Bathroom Tissue, is curated by Jessica Mulroney, Kleinfeld Hudson's Bay. They include:

**Wedding Gowns**

- **Valencienne** by Kim Ironmonger, Toronto, @ValencienneTO
- **Paloma Blanca** by Elsa Carlesimo, Toronto, @Paloma\_Blanca
- **Catherine Langlois**, Toronto, @LangloisBrides
- **VAWK** by Sunny Fong, Toronto, @VAWK
- **Anastasia Lomonova**, Montréal, @alomonova
- **& FOR LOVE** by Angel Spendlove, Toronto, @and\_for\_love
- **Christopher Paunil**, Toronto, @ChrisPaunil
- **Hoax Couture** by Chris Tyrell and Jim Searle, Toronto, @HOAXCOUTURE
- **Lea-Ann Belter Bridal**, Toronto, @LeaAnnBelter
- **Fascara** by Francesca Mammoliti and Cindy Fine, Toronto
- **Just Ta Designs** by Alan Ta, Montréal
- **Lisa Abi Chedid**, Montréal

**Lingerie**

- **Sokoloff Lingerie** by Sofia Sokoloff, Montréal, @SokoloffL

**Accessories**

- **Rita Tesolin**, Jeweller, Toronto, @Ritatesolin
- **David Dunkley**, Milliner, Toronto, @DavidDunkleyHat

**How many Canadian designers have participated in The White Cashmere Collection?**

The White Cashmere Collection has featured more than 135 Canadian designers since its debut in 2004.

**What happens to the collection after the BT couture fashion show?**

White Cashmere Collection dresses are stored for future media opportunities, events and are included in retrospective displays each year to honour past designers.

**What is Vote Couture for the Cure™?**

Vote Couture for the Cure is a unique opportunity for Canadians to support fashion designers and help raise funds and awareness for breast cancer.

Canadians are invited to vote for their favourite bridal couture and Cashmere will donate \$1 for every vote, up to \$10,000, to CBCF in the winning designer's name, from September 29 through November 3, 2015. Voters will be entered in a draw to win weekly prizes with the chance to WIN a Kleinfeld Hudson's Bay Wedding Dress valued at \$5,000.

**Where can I learn more about the White Cashmere Collection?**

Join the Cashmere Facebook Page at [Facebook.com/Cashmere](https://www.facebook.com/Cashmere) and check out The White Cashmere Collection at [Cashmere.ca](http://Cashmere.ca).