

For Immediate Release
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The Coast-to-Coast Canadian Couturiers of The White Cashmere Collection 2009: Fashion With Compassion

Now in its sixth international award-winning year, the White Cashmere Collection 2009: Fashion with Compassion is a one-of-a-kind opportunity for 15 top fashion designers from across Canada to flaunt their creativity in support of a future without breast cancer. Crafted in 100 per cent pure, soft and luxurious Cashmere Bathroom Tissue, Canada's best-selling brand, this year's Cashmere BT Couture Collection is a celebration of fashion with compassion, showcasing limited-edition Pink Cashmere. The first coloured bathroom tissue in a decade, Pink Cashmere is specifically designed to support the Canadian Breast Cancer Foundation, with twenty-five cents from the sale of every package sold going to the Foundation.

Each member of the 2009 collection's star-studded cast of designers — Greta Constantine; Sunny Fong, winner of Project Runway Canada; Patrice Soku, winner of TVA's La Collection; Paul Hardy; Patricia Fieldwalker for Adagio Lingerie; Tavã & Mitto; Farley Chatto; Anastasia Lomonova; Carlie Wong; Evan & Dean; Dinh Bà; NADA; David Dunkley for KC Hats; jewelry by Dandi Maestre and handbags by Jeanne Lottie — will bring their own unique vision of style with substance to the runway in the biggest, boldest White Cashmere Collection ever.

Greta Constantine

Having dressed the likes of Nelly Furtado and Iman, Kirk Pickersgill and Stephen Wong, the savvy pair behind Toronto's Greta Constantine label, are often asked to participate in special charitable projects. "We've learned to be selective and choose projects that have meaning to us," says Pickersgill. "We're not scientists or doctors, so if we can use what we do best to make a difference, we'll do it," he says.

Inspired by the strength of women battling breast cancer and a vision of a future without the disease, Pickersgill and Wong's Cashmere BT Couture is best described as a 'futuristic warrior goddess' wrapped in strips of pure White Cashmere BT lined with Pink. Their 'come-away-with-me' space suit features a tight torso with extended bands orbiting the hips and a dramatic 'open observatory' collar.

"The idea of doing something architectural and edgy with bathroom tissue is right up our alley and in line with our current collection," adds Pickersgill. "Our design defies gravity and pushes the limits."

Greta Constantine consistently presents unique stylings that garner media raves and business success. Ever since the line's debut in 2005, its designers continue to work the full gamut of fashion's uptown/downtown continuum with their contemporary, tailored clothes and signature draped-goddess gowns. In Canada, the Greta Constantine collection is sold exclusively at Holt Renfrew; in London, at Harrod's; and in New York, at Henri Bendel.

Sunny Fong

The undisputed star and winner of Project Runway Canada Season Two, Toronto's Sunny Fong

captured the hearts of Canadians with the cinematic drama he brings to every outfit he creates -- not surprising considering the self-taught designer spent four years in film school before launching his first women's wear line in 2005. A self-professed perfectionist, Fong is known for his fiercely feminine silhouettes which depend on his killer way with a figure-flattering bias cut. His deep connection to the feminine form is what inspired him to participate in the White Cashmere Collection. "The feminine form is central to what I do -- my designs aren't truly finished until I see them worn. The fact the collection uses fashion to raise awareness and support for women with breast cancer is a perfect pairing," he says.

Fresh from his Project Runway Canada victory, Fong continues to build career momentum by looking for unique outlets to explore his creativity. His design for the White Cashmere Collection conjures a contemporary seductress with all the allure of an emerging butterfly and his pursuit of perfection creates a gown paralleling the grace and delicacy of butterfly wings. The bodice from his strapless sheath features symmetrical scrolled patterns carefully carved out of pink Cashmere over a shell of white. Its long, centre-split skirt suggests a pair of fragile wings. Similar to his own metamorphosis from film student to fashion designer, Fong transforms everyday bathroom tissue into awe-inspiring couture.

Patrice Soku

Before setting up shop in Quebec City in 2004, Congo-born Patrice Soku, winner of Quebec's reality TV fashion competition La Collection, made a detour to Paris where he studied at the prestigious Écoles de Condé fashion school and apprenticed with Jean-Paul Gaultier. His impeccable tailoring technique and global sources of inspiration, from Japanese Samurai warriors to North America's urban jungles, have infused his designs a street-wise style that's received public recognition and critical acclaim.

Soku's ensemble for the White Cashmere Collection 2009 draws inspiration from metropolitan architecture. "I love the 'form follows function' renaissance of the evolving cityscape," says Soku. "I wanted my dress to emulate the creativity of contemporary construction."

Like the exposed framework of a Structural Expressionist masterpiece, his ensemble conveys feminine strength by using Pink Cashmere 'fabric' to trace the bodice's seams, segmenting it into a trellis of bold geometric shapes. Rigid horizontal pleating carries the architectural theme through the straight skirt, while hyper-feminine puff sleeves beautifully soften the strict and signature look.

Patrice Soku's designs are available at his Quebec City studio and at The Bay starting October 2009.

Paul Hardy

Years after Paul Hardy's celebrated debut as a fashion phenom (FLARE deemed him a "boy wonder" in '07), this supremely-talented individualist continues to go quietly about the business of creating sophisticated yet adventurous women's wear in intriguing textures and idiosyncratic palettes.

The Calgary-based couturier, whose talents have been compared to Marc Jacobs and Stella McCartney by fashion journalist Jeanne Beker, defines his style as "intellectual purity." Deeply philosophical in his approach to fashion and life, Hardy designs for the consumer's state of mind rather than her chronological age. For Hardy, the White Cashmere Collection represents an opportunity for exploration. "I enjoy challenging my design sensibilities outside of my collections," says Hardy. "I'm looking forward to seeing how the other designers interpret the project."

Designer futurism inspired Hardy's Cashmere garment that emulates the architectural lines of Cardin and Montana juxtaposed against feminine ruffles and tailoring of Yves Saint Laurent and Christian Dior. This play of texture vibrates with edgy excitement, creating movement -- music even -- in his

ruffle-edged, bustled bolero jacket, lyrical flowing blouse and flagged flamenco pants. Having shown his collections to great acclaim in Los Angeles and New York as well as in Canada, Hardy's principal retail outlet is the Paul Hardy Atelier in Calgary.

Patricia Fieldwalker

Patricia Fieldwalker for Vancouver's Adagio Lingerie has seduced legions of women, and undoubtedly men, around the world by designing for the likes of Glenn Close in *Fatal Attraction*, Julia Roberts in *Pretty Woman* and Kathleen Turner in *Cat on a Hot Tin Roof*. Fieldwalker's Pink Cashmere BT lingerie screams seduction and brings newfound intimacy to this year's Collection. "Lingerie is the closest garment to a woman's body," she says. "This collection is a wonderful opportunity to celebrate the amazing women who have faced and conquered breast cancer."

Some six hundred flirty Cashmere BT florets and dozens of draped pockets punctuated with Swarovski crystals give Fieldwalker's garment undeniable glamour. With its shoulder-baring, corset-like bodice and panty-revealing skirt, this boudoir beauty, playfully named Celeste, is pretty—and pretty sexy—in all pink. When asked about the amazing detailing, the famed lingerie designer says it was a labour of love. "The complexity of the design required everything to be hand sewn. Many fingers were pricked and bathroom tissue took over my workshop. But this challenging project taught me to appreciate pure couture hand sewing," she says.

Proudly produced in her own Vancouver factory, Fieldwalker's work has earned her numerous awards, including France's prestigious Ruban de Madame Figaro. Her luxurious, sensual creations in silk, cotton, velvet and lace are sold in specialty boutiques and department stores throughout Europe, Asia and Australia as well as across North America. Fieldwalker's involvement in the White Cashmere Collection can also be seen in her Spring/Summer 2010 Collection, which now features designs made in Cashmere pink.

Tavã & Mitto

Classically trained in Milan and Paris respectively, Payam Tavã and Mike Mitto of Tavã & Mitto bring a distinctly modern vibe to traditional tailoring and exquisitely executed eveningwear. Over the past 10 years, the Montreal-based pair has become known for delivering the 'ne plus ultra' in feminine luxury -- and have seen their creations on the likes of Charlize Theron and Ashanti as well as in countless fashion ads and editorials. Tavã & Mitto were delighted to join the WCC 2009 knowing their talents are supporting the Canadian Breast Cancer Foundation.

Their 2009 Cashmere BT design calls on the arctic muse and yields a lush, full-collared snowy white kimono-wrap coat that's been channelled and crinkled to suggest the ultimate in warmth and comfort. "When designing our garment, we decided to create a piece with a Nordic, dense, cocoon-like look to it," says Mitto, "but bathroom tissue isn't a fabric we typically work with. So we kept on experimenting to achieve the look and texture we wanted," he adds.

Devotées of high fashion can find Tavã & Mitto women's wear in Montreal at their eponymous boutique, at Les Maisons Simons and at The Bay. The collection's also available at The Bay in Toronto and Vancouver.

Farley Chatto

A natural penchant for drama informs everything Toronto's Farley Chatto does -- from designing couture gowns and bespoke menswear to creating costumes for an Elton John fundraising concert, an avant garde dance troupe or for a Broadway production's debut in Canada. Well-established as an

anti-establishment createur, the Ryerson- and Armani-trained Chatto defies categorization. This is, after all, the man who's designed for Chris Noth's Mr. Big in Sex and the City, dressed Eve for M.A.C.'s Viva Glam campaign and put Marilyn Denis in a Swarovski crystal-studded red tuxedo for the Heart Truth runway show.

Chatto is honoured to see his Cashmere BT couture masterpiece featured alongside 14 talented Canadian designers. "I am in company of an illustrious group from across the country and each are stars in their own right," says Chatto.

The hours of painstaking labour that went into the explosion of ruffles, pleats and lace that make-up his Antionette-inspired, 'Let Them Eat Cake' court gown represent deeply personal work for Chatto. "My friend has breast cancer and I've lost a family member to the disease, so raising awareness for the cause hits close to home," he says. Divinely detailed, the tailored, cropped jacket gets BT "embroidery" and a glittering belt buckle while the daring, leg-baring skirt dazzles with cascades of white froth outside, and delicious peekaboo pink ruching and bows inside.

Farley Chatto's unique designs are available by appointment.

Anastasia Lomonova

Flirtatious yet sophisticated dresses with daring décolletage and kinetic pleating are Anastasia Lomonova's trademark. Having moved to Toronto from Russia as a teenager, this thoroughly modern romanticist studied at Ryerson, then moved to Montreal to apprentice with Valerie Dumaine and Nadya Toto before launching her own successful collection in 2007 at the age of 23.

Lomonova is flattered to be part of this year's line-up. "To me, the White Cashmere Collection is a refreshing and clever concept. I get to work with material that would normally be deemed a common household item and turn it into an exquisite work of art," she says. "This is an excellent way to show how something very fragile can be both durable and luxurious – a fitting tribute to women who face breast cancer."

Romance undoubtedly meets modernism in Lomonova's exceptional Cashmere café society creation, juxtaposing structure and restraint against texture and volume. Taking sweet inspiration from the Sixties masters, its Paco Rabanne-esque bustier of linked white squares bursts into a Pierre Cardin-like bubble skirt blanketed in hundreds of hand-crafted, three-dimensional pink-and-white BT roses.

"The collection is an amazing way to celebrate the incredible courage and strength of women coping with breast cancer and support them in their fight against the disease," she adds. "Each one of us is an incredible, multi-faceted being. We are mothers, daughters, sisters, wives and professionals who are vulnerable yet strong – feminine yet powerful," she says

Anastasia Lomonova's distinctly desirable and affordable clothing is available in trendy boutiques in Quebec, Ontario, British Columbia and at Nourish in Athens, Georgia -- and via www.anastasialomonova.com.

Carlie Wong

Sexy, feminine, unmistakably modern -- that's the design DNA of Project Runway Canada alum Carlie Wong, who has gained the favour of both the style press (FLARE called her "Vancouver's most promising designer" last year) and fashionistas such as ETalk gossipeuse Lainey Lui and pop stars Ivana Santilli and Kreesha Turner. A designer who's always willing to support a worthy cause, Wong is

thrilled to design for the White Cashmere Collection 2009.

“I was trying to create a structural piece that moved as if it has a life of its own. I wanted the dress to have an air of impossibility, with a structure that belies the fact it’s crafted in Cashmere Bathroom Tissue,” says Wong. The end result is a decidedly flirtatious frock, with deep décolletage traced in bold, pink-lined stand-up ruffles – the fluid layers of the short, tiered skirt just beg to be taken dancing.

Wong’s always sleek, often slinky dresses and gowns are available in cutting-edge Vancouver boutiques including Du Jour, Manuel Mendoza and The Velvet Room.

Evan & Dean

A personal connection to breast cancer inspired the talented design duo, Raymond Boutet and Lyle Reimer, of Evan & Dean to participate in this year’s White Cashmere Collection. “Raymond’s grandmother lost her breasts to cancer,” says Reimer. “She struggled with her body image, then faced two more battles with the disease. No woman should have to go through that. This collection is a great opportunity to support an extremely good cause,” he says.

Boutet, formerly a nurse, and Reimer, a makeup artist, launched the Evan & Dean collection in 2005 and since debuting at Toronto Fashion Week in 2008, this Richmond, B.C.-based design team has carved out a “ones to watch” niche for themselves. They produce highly-original appliquéd women’s separates, dresses and gowns that convey a modern minimalism without any of the bleakness minimalism can imply.

Evan & Dean’s Spring "Future Folk" and Fall "Elegant Warrior" collections inspired their futuristic Cashmere BT couture. Their classic slim-skirted, peplum-ed suit takes on a sophisticated “X-women” vibe while architectural elements such as the soaring epaulettes and cantilevered skirt panels suggest a wearable creation from Frank Gehry. In a tribute to breast cancer awareness, the pink buttons and pleated trim insist on its ultimate femininity.

Evan & Dean creations are available at boutiques such as The Velvet Room and Tenth & Proper in Vancouver and ShopGirls Gallery in Toronto.

Dinh Bà

Saigon-born Montrealer Dinh Bà may have learned about cut and silhouette from his seamstress mother, and from working alongside Lino Catalano and the Mackage team, but his artistic flare is all his own. This LaSalle College graduate creates energy and intrigue via the play of textures, patterns and finishes in both his men’s and women’s wear. In the most positive sense, his are ‘statement’ clothes and his intrigue to work with Cashmere BT is clearly evident when looking at his finished garment.

“I designed my dress for the White Cashmere Collection to boost the self-esteem of women struggling with breast cancer,” says Bà. “I created a dress that would make any woman feel pretty and feminine.”

Bà’s young yet sophisticated garment was inspired by pureness and elegance. With nature as his main creative start, the dainty flowers adorning the top represent femininity and beauty with elegance and simplicity. He also explores notions of innocence and purity in his dress, continuing the nature theme with delicate floral appliqués and leaves that float over the torso-skimming white bodice to the narrowly channelled A-line skirt and its pretty pink hem.

“This experience marked a new challenge. It was exciting to do something completely different and it

motivated me to surpass myself as a designer in every step of the project,” he says.

The Dinh Bà collection is available at fashion boutiques from coast-to-coast.

NADA

Notables such as Mel C., Monika Schnarre and Molly Johnson know that wearing NADA means getting noticed. When approached to join the White Cashmere Collection, Nada Shepherd, the Toronto designer behind the NADA label, knew this was a ‘can’t miss’ opportunity. “The White Cashmere Collection has been on my radar for several years and this year just felt right. I like that in the midst of all this creative energy there is a strong humanitarian message,” says Shepherd. “The collection draws awareness to Pink Cashmere and the proceeds it raises in support of breast cancer survivors -- I just had to be a part of it!”

As a designer who draws inspiration from the past and present, Shepherd wanted her garment to differ from previous White Cashmere Collection pieces and emphasize structure. “I challenged my team to work with the bathroom tissue in a counterintuitive manner,” she says. “The result is a material-defying structural masterpiece in Cashmere bathroom tissue.”

Nada’s futuristic sheath boasts an undulating collar— decorated with pink pixels—that snakes onto the tight bodice. Its undulations are echoed at the knee, where the narrow torso explodes into a swirling shaped hem and train.

When asked if this masterpiece relates to her current collection, without hesitation Nada responds, “No not at all, but that’s the beauty of the White Cashmere Collection – I get to play!”

NADA designs are available at stores across Canada and the U.S.

David Dunkley

With his natural flair for finishing touches, David Dunkley of KC’s Hats had already started building a private client roster before graduating, first-in-his-class, from George Brown College’s inaugural millinery program five years ago. A master of traditional millinery techniques, he’s a multi-media artist who works in everything from felt to mink to tweed (and now Cashmere Bathroom Tissue!), and who executes embellishments in silver wire, embroidery and feathers. Most recently Dunkley, whose bold and breathtaking pieces are arguably fit for a queen, successfully completed millinery studies in England with Ms. Rose Cory, the previous Milliner to Queen Elizabeth the Queen Mother.

David Dunkley’s distinctive vision offers the White Cashmere Collection a new take on classic hat styles. He accessorizes Anastasia Lomonova’s rose-strewn dress with a pert pink platter hat anchored with outsized pink “ribbon” curls. He also complements Dinh Ba’s feminine ensemble with his head-turning spray of Pink Cashmere leaves, petals and tendrils.

Dunkley’s lovingly handmade creations are available via Studio 998 in Toronto.

Jeanne Lottie

Jeanne Lottie handbags have been delighting women across Canada with their ingenious blend of whimsy and fashion edge since 1985. Company founder Jane Ip constantly refreshes and remixes her handbag offerings, drawing inspiration from her world travels as well as from the runway trends. Singer/songwriters Amy Sky and Cindy Gomez are among those who’ve fallen under the Jeanne Lottie spell.

Ip's contribution to the White Cashmere Collection consists of a dainty papier maché clutch studded with 'notice-me' pink cabbage roses. "My Cashmere clutch was inspired by nature, flowers and the planet," says Ip about her bag – the perfect accessory for Dinh Bà's nature-based dress. "This collection supports a great cause and it's such an honour to be part of the talented cast this year," adds the Toronto-based designer.

Devotees across the country regularly enhance their Jeanne Lottie collections at The Bay, Sears, Browns and dozens of fashion boutiques.

Dandi Maestre

FASHION magazine calls Dandi Maestre an "accessories genius" and FLARE rates her as an A-lister – a "national treasure." There's no doubt that the Colombia-born, Toronto-based Maestre, whose large-scale works depend on organic materials such as antlers, amber, rough emeralds and crocodile skins, is a visionary.

"I believe designers should be involved in good causes, especially causes that challenge design development," says Maestre. "The White Cashmere Collection acts like a blank canvas for designers and opens our creativity. It has changed my frame of mind."

Maestre demonstrates the contrast between texture and beauty by throwing subtly textured spheres—created from pure white Cashmere bathroom tissue—into orbit around the neck of a model wearing Patricia Fieldwalker's beautiful pink tissue corset-and-skirt ensemble.

Maestre's wearable art -- cuffs, rings and necklaces -- is available at Holt Renfrew and at Shan boutiques in Canada and Miami Beach.

The White Cashmere Collection, now celebrating its sixth fashionable year, is documented at www.Cashmere.ca and has a fan page entitled The White Cashmere Collection on www.Facebook.com.

-30-

Nancy Marcus, Corporate Vice President, Consumer Marketing at Kruger Products and Peter Papapetrou, Curator of the White Cashmere Collection 2009 are available for interviews, as are the designers of the White Cashmere Collection 2009: Fashion with Compassion.

High resolution photos of the collection are available via FTP site with the following information:

Link: <ftp://174.137.218.1/White%20Cashmere%20Collection%202009/>

Username: Media99

Password: journalism

For more information or to schedule an interview, please contact:

Wendy Cash

Strategic Objectives

416-366-7735

Email: wcash@strategicobjectives.com