

For Immediate Release
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Star-Studded Cast of Fifteen Top Canadian Designers
Headlines White Cashmere Collection 2009: Fashion with Compassion

TORONTO — Fifteen top fashion designers from across Canada graced the runway with their vision of a future without breast cancer at the Sixth Annual White Cashmere Collection 2009: Fashion with Compassion in Toronto on September 23.

A unique celebration of style with substance, the world-leading White Cashmere Collection is crafted entirely in 100 per cent pure, soft and luxurious sheets of Cashmere Bathroom Tissue, Canada's best-selling brand. The Cashmere BT (bathroom tissue) Couture collection also heralds the return of limited-edition Pink Cashmere, a fund- and awareness-raiser for the Canadian Breast Cancer Foundation, with twenty-five cents from the sale of every package of Pink going directly to the Foundation.

Curated by high-profile Canadian creative director and fashion stylist, Peter Papapetrou (who's worked with Giambattista Valli and dressed some of Hollywood's biggest names including Hillary Duff and Javier Bardem), the White Cashmere Collection 2009 stars a stunning line-up of established and emerging Canadian designers from across the country including: 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's Hats; jewelry by Dandi Maestre and handbags by Jeanne Lottie.

Designing a Future Without Breast Cancer

"Our research tells us the Cashmere consumer is style-savvy with a passion for fashion and the White Cashmere Collection is designed to engage her in a fun yet meaningful way," says Nancy Marcus, Corporate Vice President, Consumer Marketing at Kruger Products, maker of Cashmere. "The collection pairs Cashmere's softness and everyday luxury with cutting-edge couture to shine a spotlight on Canadian fashion and support a cause that's of vital importance to our customers and our company," she says.

"The White Cashmere Collection is an exciting annual overview of everything hot and happening in Canadian fashion," says curator Peter Papapetrou. "It brings much-needed attention to the industry and no other collection in the country presents such an innovative showcase for Canada's fashion design trendsetters," he says.

High-fashion photos of the collection by top Toronto photographer Koby are on view at Cashmere.ca and you can join the White Cashmere Collection online community by visiting the official Fan Page on Facebook.com. The Sixth Annual White Cashmere Collection will also be displayed throughout October in The Bay's Toronto and Montreal flagship store

windows on Yonge Street and Rue Ste. Catherine, respectively, as part of the retailer's Breast Cancer Awareness Month activities.

Style Sewn with Strength

"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," says Montreal-based rising star Anastasia Lomonova. "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.

"It was a surprise and a great honour to be selected for the collection," says famed lingerie Canadian designer Patricia Fieldwalker of Vancouver, whose all-pink pleated design studded with Swarovski crystals adds new intimacy to the collection. "Lingerie is the closest garment to a woman's body – it seemed like a wonderful opportunity to celebrate all the amazing women who have faced and conquered breast cancer."

About the White Cashmere Collection

The Sixth Annual White Cashmere Collection 2009 is the progression of five previous international award-winning collections and the largest collection to date, with 15 designers.

The 2004 and 2005 collections featured original designer fashions crafted from white cashmere fabric and brought together 16 of Canada's top fashion designers including Marie Saint Pierre; Hilary Radley; Mackage; Paul Hardy; David Dixon; Denis Gagnon; Nadya Toto; Farley Chatto; Joeffer Caoc for Misura; Renata Morales; Tavã & Mitto; Chris Hewson; Zenobia; CINCYN; Philippe Dubuc; and Heaven Cashmere by Tam Boyko.

The 2006 collection shifted focus to Cashmere Bathroom Tissue, rather than fabric, with the White Cashmere Student Design Competition. Involving more than 200 students in Toronto and Montreal, the competition created the world's first-ever collection of Cashmere BT (Bathroom Tissue) Couture.

The White Cashmere Collection 2007, A Celebration of Quebec Fashion, focused on Quebec and featured eight designers and their original Cashmere BT Couture, including Helmer; MUSE par Christian Chenail; ENVERS par Yves Jean Lacasse; Georges Lévesque; Michel Desjardins; Marie Saint Pierre; Bodybag by Jude and CLUC Couture.

In 2008, the White Cashmere Collection, A Touch of Pink, launched new, limited-edition Pink Cashmere as an awareness- and fund-raiser supporting breast cancer research. The collection starred Arthur Mendonça; David Dixon; Joeffer Caoc; Evan Biddell, winner of Project Runway Canada; Joyce Gunhouse and Judy Cornish for Comrags; Lucian Matis; Thien Le and Ula Zukowska. This year's collection features famed designers from across Canada.

Kruger Products' partnership with the Canadian Breast Cancer Foundation

"Cashmere is an exceptional partner and a long-time supporter of our vision to create a future without breast cancer," says Colleen Fleming at the Canadian Breast Cancer Foundation's Central Office. "This year's theme, Fashion with Compassion, and the roll-out of Pink Cashmere for the second year, clearly demonstrates the brand's continued

commitment to the breast cancer cause and to raising funds to support the Foundation.”

About Cashmere and Kruger Products

Cashmere, Canada’s best-selling bathroom tissue, is 100 per cent Canadian-made and reflects Kruger Products’ commitment to providing the finest quality tissue products to Canadian consumers.

Kruger Products is Canada’s leading tissue manufacturer and serves the Canadian consumer market with such well-known brands as Cashmere, Purex, SpongeTowels, Scotties and White Swan, as well as away-from-home products for industrial and commercial use across Canada. Kruger operates facilities in Quebec, Ontario, Alberta, British Columbia, Newfoundland and Labrador, in the United States and the United Kingdom and has 9,000 employees.

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.

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

High resolution photography of the 2009 BT Cashmere Couture is 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:

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