



**For Immediate Release**

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**White Cashmere Collection 2017 Discovers 16 Brilliant New Canadian Fashion Designers to Celebrate #Canada150**

*#Cashmere17 reveals 16 top finalists in national fashion design competition to support the breast cancer cause*

**TORONTO, ON** – Canada's next top fashion designers will take to the runway at the [White Cashmere Collection](#)™ 2017 this September at the Royal Ontario Museum (ROM). Part of Cashmere Bathroom Tissue's annual awareness-and-fundraising support for the breast cancer cause, this year's collection will uncover Canada's fashion designers of tomorrow.

More than 150 students from 11 design schools from across Canada took part in the design challenge and sixteen finalists have been selected to present their magnificent Cashmere Bathroom Tissue (BT) couture creations. The collection, themed #Canada150, will walk down the runway for the very first time at an exclusive, invite-only event on **Thursday, September 28, 2017**. Toronto fashion enthusiasts and the general public alike will also have the opportunity to view the collection in a special retrospective at the [ROM's Friday Night Live](#) event on **Friday, September 29, 2017**.

**Judging Canada's Next Gen Designers**

Three #Cashmere17 finalists will be selected to receive Cashmere fashion bursaries to fuel their fashion design dreams (First prize \$4,000, Second \$2,000 and Third \$1,000). Judges include philanthropist Suzanne Rogers; Leading fashion designer and Cashmere Alum David Dixon; Susan Langdon, Executive Director, Toronto Fashion Incubator; Jeff Rustia, Founder and Executive Director, Toronto Woman's Fashion Week and Toronto Men's Fashion Week; and Lolitta Dandoy, famed Quebec blogger and breast cancer survivor. Canadian fashion designer Farley Chatto, who has been with the collection since 2004, returns as Artistic Director this year.

...more

**Participating schools and finalists include:**

George Brown College	Toronto	Lesley Hampton
George Brown College	Toronto	Juwyriya Hersi
Ryerson University	Toronto	Adrian Arnieri
Ryerson University	Toronto	Van Yanez
Seneca College	Toronto	Charlotte Li
Seneca College	Toronto	Nagat Bahumaid
Collège La Salle	Montréal	Chen Chen
Collège La Salle	Montréal	Vita Nikitenko
Cégep Marie-Victorin	Montréal	Marie Pier Bergeron
Kwantlen Polytechnic University	British Columbia	Chelsea Cox
Blanche Macdonald Centre	British Columbia	Asli Katina Bozdog
Visual College of Art and Design of Vancouver	British Columbia	Kel Dumana
Visual College of Art and Design of Vancouver	British Columbia	Zohre Alipour
Lethbridge College	Alberta	Katie Stutheit
Olds College	Alberta	Kayley Champagne
Nova Scotia College of Art and Design	Nova Scotia	Brianna West

**O' Canada! The First Look at The Future of Canadian Fashion**

**Lesley Hampton**

**George Brown College, Toronto**

Newly-minted George Brown College grad LESLEY HAMPTON brings a fierce pride in her First Nations heritage to her concept for #Cashmere17. Inspired by the Native American jingle dress worn during empowering healing dance during pow wow ceremonies, her design incorporates shimmering elements inspired by Canada's mineral wealth.





**Juwyriya Hersi**

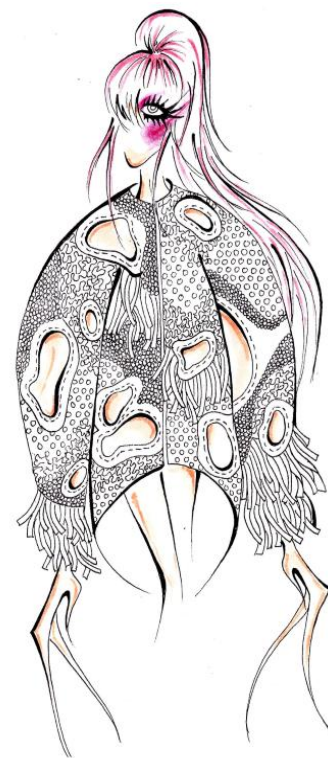
**George Brown College, Toronto**

25-year-old JUWYRIYA HERSI is a first-year George Brown College student whose fashion design approach is viscerally visual and unbound by fashion, and social stereotypes. The inspiration for her White Cashmere Collection submission? Breathtaking, blinding sunlight ricocheting off an icy tree limb in a Canadian winter.

**Adrian Arneri**

**Ryerson University, Toronto**

Since the age of three, ADRIAN ARNIERI has been fascinated by fashion. In addition to his Ryerson studies, he has delved into myriad aspects of the fashion world as an intern to stylists, a dresser at a Schwarzkopf fashion show, the winner of the Remix Canada Fur contest and the creator behind a collection that debuted at Ryerson's Mass Exodus show this year. His #Cashmere17 garment is a high-fashion modern twist on the way Canadians dress to shield off harsh winter weather.





**Van Yanez**

**Ryerson University, Toronto**

VAN YANEZ sees the White Cashmere Collection Student Design Competition as an incredible opportunity to commemorate his graduating year before he embarks on his dream to become a fashion designer. For design inspiration, he's taken a deep dive into tulips as a symbol of Canadian inclusion and hospitality, starting with the Netherlands' Princess Juliana and her Dutch constituents taking refuge here during WWII.

**Charlotte Li**

**Seneca College, Toronto**

The warrior is the theme that informs Seneca College student CHARLOTTE LI's #Cashmere17 entry. Her BT Couture creation captures her admiration for those who fought in the World Wars and those who fight diseases like breast cancer into a "Be strong, but gentle," military-meets-softly feminine silhouette.





**Nagat Bahumaid**

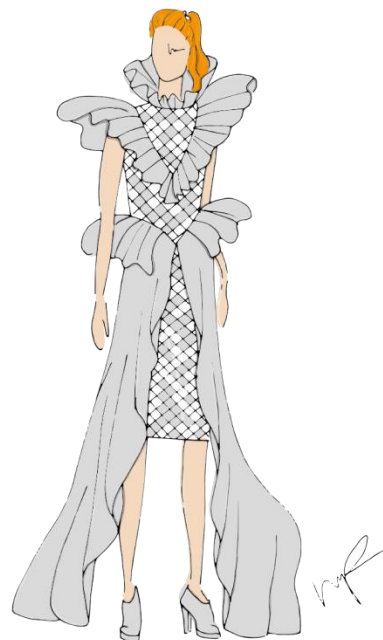
**Seneca College, Toronto**

Seneca design student NAGAT BAHUMAID isn't alone in seeing the 2017 White Cashmere Collection competition as a means to sharpening her skills and opening doors for a future in the fashion industry. Her design for a pink rose-strewn gown is "meant to symbolize and reflect the life of a cancer survivor: beauty and fragility," created with 150 flowers to honour #Canada150.

**Marie Pier Bergeron**

**Cégep Marie-Victorin, Montréal**

MARIE PIER BERGERON is a fashion marketing grad whose yearning for the creative side of the field finds her studying fashion design at Collège Marie-Victorin. This 26-year-old is very dialed into the messages clothes can convey; hence the themes of our country's multicultural society, integrity, gender equality and feminism expressed by her entry for the 2017 White Cashmere Collection.





**Chen Chen**

**Collège La Salle, Montréal**

Pursuing her long-held dream of becoming a fashion designer, LaSalle College's CHEN CHEN is continuously inspired by Rachel Roy's motto: "A great dress can make you remember what is beautiful about life." Her 2017 White Cashmere creation incorporates ideas of Canada's natural beauty, diversity and, of course, proud 150-year history.

**Vita Nikitenko**

**Collège La Salle, Montréal**

LaSalle College student VITA NIKITENKO loves a challenge. So the opportunity to work with a totally new fabric, Cashmere Bathroom Tissue, and hone her creativity and professionalism, has been a wholly satisfying experience. "Plus," she says, "it's a great way to participate in Canada's 150<sup>th</sup> birthday celebration," embodying the idea of a beautiful, sustainable and innovative Canada into an elegant evening gown reminiscent of floral structures and modern Canadian architecture.





**Chelsea Cox**

**Kwantlen Polytechnic University,  
British Columbia**

Apparently, competition doesn't faze CHELSEA COX. A third-year fashion design student at Kwantlen Polytech in BC, she's psyched by the creative challenge posed by the 2017 White Cashmere Collection's Canada 150 theme. Her answer? A winter coat that nods to the iconic Hudson's Bay™ 4-point blanket.

**Asli Katina Bozdag**

**Blanche Macdonald Centre, British Columbia**

Turkey-born ASLI KATINA BOZDAG, a recent graduate of the Blanche Macdonald Fashion Design Program in Vancouver, turned to fashion after working as a translator. Today she translates complex pattern-making skills, expertise with custom leatherwork and detailed embroidery into luxury women's wear that's steeped in modern romanticism. Her #Cashmere17 BT Couture gown is a contemporary take on a traditional ceremony gown that "can make many different kinds of people with different beliefs and backgrounds feel proud, strong and beautiful."





**Kel Dumana**  
**Visual College of Art and Design of**  
**Vancouver, British Columbia**

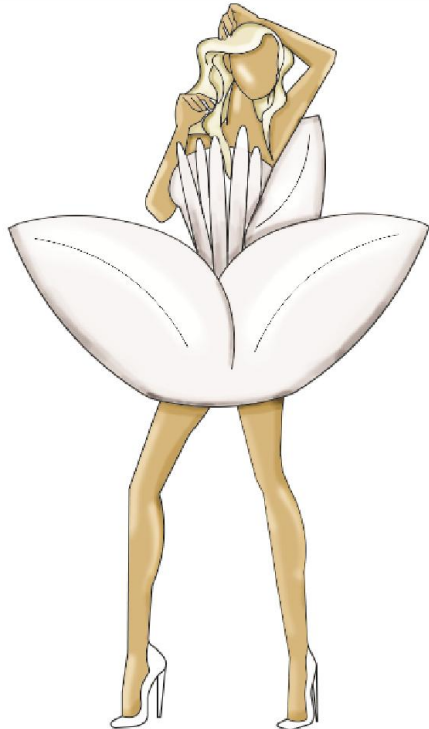
KEL DUMANA earned a business degree and studied clothing technology in his native Philippines before coming to Canada in 2010. Now his resume includes a degree in fashion design from the Visual College of Art and Design of Vancouver (VCAD). Dumana sees Canada 150 as “the perfect moment to build a launch platform for the next generation of Canadian fashion designers,” with a garment that reflects the future of Canadian fashion while honouring the power, strength and undeniable resiliency of the female spirit.

**Zohre Alipour**  
**Visual College of Art and Design of Vancouver,**  
**British Columbia**

In 2014, armed with a bachelor’s degree, and years of experience in textile design, ZOHRE ALIPOUR came to Canada from her native Iran to pursue fashion at VCAD. She sees the butterfly as a poignant symbol of transformation and rebirth. Elegantly integrated into her 2017 White Cashmere Collection gown, the butterfly motif represents a renaissance both for those battling breast cancer and for the country.







**Katie Stutheit**

**Lethbridge College, Alberta**

20-year-old KATIE STUTHEIT, who's recently completed the two-year fashion program at Alberta's Lethbridge College, jumped at the chance to compete in the 2017 White Cashmere Collection. Having executed a design concept based on Canada's iconic trillium flower, she calls the process "the most remarkable opportunity to celebrate who I am as a Canadian and who I am as a young designer."

**Kayley Champagne**

**Olds College, Alberta**

Gratitude drives KAYLEY CHAMPAGNE's #Canada150 creation for the 2017 White Cashmere Collection. Inspired by the beauty of our northernmost glaciers, this 35-year-old oil-and-gas-industry-employee-turned-Olds-College-fashion- student says her design "reflects most on how blessed and lucky I am to live in this wonderful country where I have the freedom to be anything I please, marry whomever I please, and chase my dreams as I please."





**Brianna West**

**Nova Scotia College of Art and Design,  
Nova Scotia**

20-year-old BRIANNA WEST is a textiles and fashion major at Nova Scotia College of Art & Design (NSCAD). This Halifax native feels that creating with a unique textile such as Cashmere Bathroom Tissue has certainly honed her skills, while the Canada 150 theme has given her a welcome opportunity to express her national pride. The inspiration behind her original BT Couture design was taken from Canada's wilderness and the beauty of the nation's national parks that link the country together from coast-to-coast.

**About the White Cashmere Collection**

The world's first and only fashion collection crafted in luxuriously soft Cashmere Bathroom Tissue (BT), the annual White Cashmere Collection™ unites the softness of Cashmere Bathroom Tissue with Canadian fashion designers and their one-of-a-kind Cashmere BT couture in support of breast cancer efforts. The collection has supported the Canadian Breast Cancer Foundation (CBCF), now known as the Canadian Cancer Society (CCS), since the collection's debut in 2004.

Now celebrating its 14th year as a national and international platform to discover and promote Canada's brightest fashion stars, the White Cashmere Collection has featured more than 165 notable Canadian fashion designers including Marie Saint Pierre, Denis Gagnon, David Dixon, Sunny Fong, Alan Ta and Joseph Helmer.

The annual kick-off to October Breast Cancer Month, The White Cashmere Collection heralds the return of limited-edition Cashmere in support of breast cancer efforts. Twenty-five cents from the sale of every package goes directly to the Canadian Cancer Society and Canada's fashion students not only get the chance to kick-start their design careers, but also to make a difference in the lives of Canadian women and their families affected by breast cancer.

**About Cashmere and Kruger Products LP**

Cashmere, Canada's best-selling bathroom tissue, 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 and Scotties, as well as away-from-home products for industrial and commercial use across Canada and the U.S.

**About Breast Cancer and the Canadian Cancer Society**

This year, it is estimated that 26,300 Canadian women will be diagnosed with breast cancer. One in eight Canadian women will be diagnosed with this disease in her lifetime.

The Canadian Cancer Society (CCS) is a national, community-based organization of volunteers whose mission is to eradicate cancer and enhance the quality of life of people living with cancer.

CCS has invested more than \$100 million in breast cancer research. These research investments combined with early detection, increased screening rates and better treatment therapies for breast cancer have resulted in a 44% decrease in the breast cancer death rate since the late 1980's. More work needs to be done as breast cancer is still the most commonly diagnosed cancer and the second leading cause of death among women in Canada. Money raised through this partnership will fund breast cancer research, education and awareness activities. For more information, please visit [cancer.ca/breastcancer](http://cancer.ca/breastcancer).

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LIKE Cashmere on [Facebook](#).

The White Cashmere Collection is documented at [Cashmere.ca](#). This year's Fashion Designer Lineup can be viewed on [YouTube](#).



Tweet the White Cashmere Collection on Twitter using #Cashmere17.

**Designer Sketches are available for [downloading here!](#)**

Nancy Marcus, Corporate Vice President, Consumer Marketing at Kruger Products; and Farley Chatto, Artistic Director for the White Cashmere Collection 2017 are available for interviews.

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

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