FOR IMMEDIATE RELEASE
October 28, 2016

Damzels in this Dress Wins #Cashmere16 Vote Couture for the Cure®

Cashmere Bathroom Tissue donates $10,000 to the Canadian Breast Cancer Foundation in Damzels in this Dress' name

Canadians have shown their true patriot love for our country's fashion designers! **Damzels in this Dress** of Toronto is the chosen winner of Vote Couture for the Cure® 2016, Cashmere Bathroom Tissue's digital, national fund- and awareness-raiser for the Canadian Breast Cancer Foundation.

Part of the brand's annual White Cashmere Collection featuring 16 TOP Canadian fashion designers and their vision of a future without breast cancer — all crafted in luxuriously soft Cashmere BT — Vote Couture for the Cure invited Canadians to vote for their favourite Bathroom Tissue Couture on Facebook. Thousands of Canadians took part in the vote throughout October Breast Cancer month. Kruger Products, maker of Cashmere, will donate $10,000 to the foundation in Damzels in this Dress' name.

Brilliant Bathroom Tissue Design

"We're so honoured," says Kelly Freeman and Rory Lindo of Damzels in this Dress, whose stunning creation features dozens of May roses blossoming on the full-skirt of this romantic lace-haltered sundress. "It took significant time, patience and energy to conceive and produce our Bathroom Tissue Couture. Breast Cancer is a cause that affects us all and we're thrilled that Canadians would choose our design from this breathtaking collection."

About Damzels in this Dress

You might hear Heart or Benjamin Booker tunes playing when Rory Lindo and Kelly Freeman are really in the zone, design-wise. For 20 years this dynamic duo, who met via neighbouring sewing machines in a fashion class at George Brown College, have been rocking vintage-y, rock 'n' roll-fueled women's wear under their **Damzels in this Dress** label. And now devotees like Feist, Arcade Fire's Régine Chassagne, Kate Hudson, Kirsten Dunst and Neve Campbell can shop for their clothes at two Doll Factory by Damzels Toronto boutiques.

About the White Cashmere Collection

The White Cashmere Collection, which launched in 2004, has featured more than 165 brilliant Canadian designers to date, and serves as a national and international platform to discover and promote Canada's brightest fashion stars. This year's haute couture cast included 16 designers interpreting Canada's Four Seasons in Bathroom Tissue Couture crafted from the brand's rich product portfolio: Spring – Cashmere EnviroCare; Summer – Cashmere Regular; Autumn – Cashmere Ultra 3 ply; and Winter – Cashmere Ultraluxe.

They include: UNTTLD (Montréal), NARCES (Toronto), Stephan Caras Design (Toronto) , Lisa Drader-Murphy (Halifax), DIODATI (Montréal), DALLA (Toronto), V-FRANZ (Montréal), IZ Collection (Toronto), Will Poho and Joseph Tassoni (Toronto), KaaDiki (Calgary), Miriam Baker (Toronto), Som Kong (Toronto), House of Knot (Calgary), AGAME Tennis (Toronto), Damzels in this Dress (Toronto) and Jon De Porter (Toronto).

More than 275 invited guests, including Canada's top fashion industry leaders, influencers, designers, and the media attended the White Cashmere Collection 2016's runway debut, on Wednesday, September 28, at The Art Gallery of Ontario, Toronto.

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.

Kruger Products is committed to a future without breast cancer and is proud to be one of the top five National contributors to the Canadian Breast Cancer Foundation to support women and their families living with breast cancer.

About the Canadian Breast Cancer Foundation

The Canadian Breast Cancer Foundation (CBCF) is a national community-driven charity. As the largest charitable funder of breast cancer research in Canada, CBCF's vision is to create a future without breast cancer. Since its inception in 1986, the Foundation has invested over $360 million in breast cancer research, funding more than 1,400 scientific and community grants. CBCF's investments in vital research, education, health promotion, support and information programs have led to progress in breast cancer prevention, diagnosis, treatment and care. For more information, visit cbcf.org.

-30-

The White Cashmere Collection 2016 is showcased at Cashmere.ca. Check out Cashmere on Facebook at Facebook.com/Cashmere

High-resolution Cashmere BT Couture photography is available for downloading:
Link: http://softp2.strategicobjectives.com
Username: strategic1
Password: fourseasons

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

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