



CASHMERE BATHROOM TISSUE PRESENTS

The 20<sup>th</sup> Annual Cashmere Collection

# Lovestruck

#Cashmere23

DESIGNING A FUTURE WITHOUT  
BREAST CANCER

# Welcome

HOST

*Jessi Cruickshank*

OPENING REMARKS

*Susan Irving,  
Chief Marketing Officer,  
Kruger Products*

AMBASSADOR

*Jeanne Beker*

CREATIVE DIRECTOR

*Hans Koechling*

STYLIST

*Lisa Williams*

RUNWAY PRESENTATION

*7:30pm – 8:30pm*

Welcome Guests,

Thank you for joining us to celebrate the Cashmere Collection 20th Anniversary: Lovestruck runway presentation. We are honoured to have you celebrate with us this evening in support of raising funds and awareness for a future without breast cancer.

Tonight, we will be sharing couture creations crafted by 20 extraordinary Canadian designers – 10 who have returned from their work on previous collections, and 10 designers who are working with Cashmere Bathroom Tissue as a fashion medium for the first time.

I would like to also thank the entire team who worked tirelessly to bring the campaign to life. None of this would be possible without their vision, and the support of our sponsors.

We hope you enjoy the show, and be sure to visit [cashmerecollection.ca](https://cashmerecollection.ca) to dedicate your favourite design following the runway. Please share your excitement on social media by tagging @cashmerecanada and #cashmere23.

Yours in strength,  
hope and compassion,

Susan Irving



CMO  
Kruger Products Inc.



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Yours in strength, hope and compassion,



A handwritten signature in black ink, appearing to read 'S. Irving'.

Susan Irving  
CMO  
Kruger Products Inc.





# DEDICATE COUTURE FOR THE CURE

After the show,

*join us and support*

the breast cancer cause by dedicating  
your favourite Cashmere Collection  
design to a loved one at

[CashmereCollection.ca](http://CashmereCollection.ca)

For every dedication made throughout  
October's Breast Cancer Awareness Month, Cashmere  
will donate \$1 (up to \$50,000) to the Canadian Cancer  
Society and Quebec Breast Cancer Foundation's breast  
cancer efforts in the winning designer's name.

Be sure to look out for specially-marked pink packages  
of Cashmere and Purex Bathroom Tissue throughout  
October's Breast Cancer Awareness Month as \$1 from every  
sale (up to a maximum \$100,000) goes directly  
to the breast cancer cause.

PROUD SUPPORTER OF



Canadian  
Cancer  
Society



Quebec  
Breast Cancer  
Foundation

# '23 Runway Line Up

Jim Searle & Chris Tyrell

Smail Akdim

Markantoine Lynch-Boisvert

Evan Ducharme

Jessie Da Silva

Nikki Wirthensohn Yassemi

Aunalee Good, Sophia Good,  
Sandra Moorhouse-Good & Dr. William Good

Christopher Bates

Rhowan James

Rodney Philpott

Lesley Hampton

Ross Mayer

Wiwa Blue

Shelli Oh

Steven Lejambe

David Dixon

Farley Chatto

Caffery Vanhorne

Zoba Martin

Christopher Paunil



## *Jim Searle & Chris Tyrell*

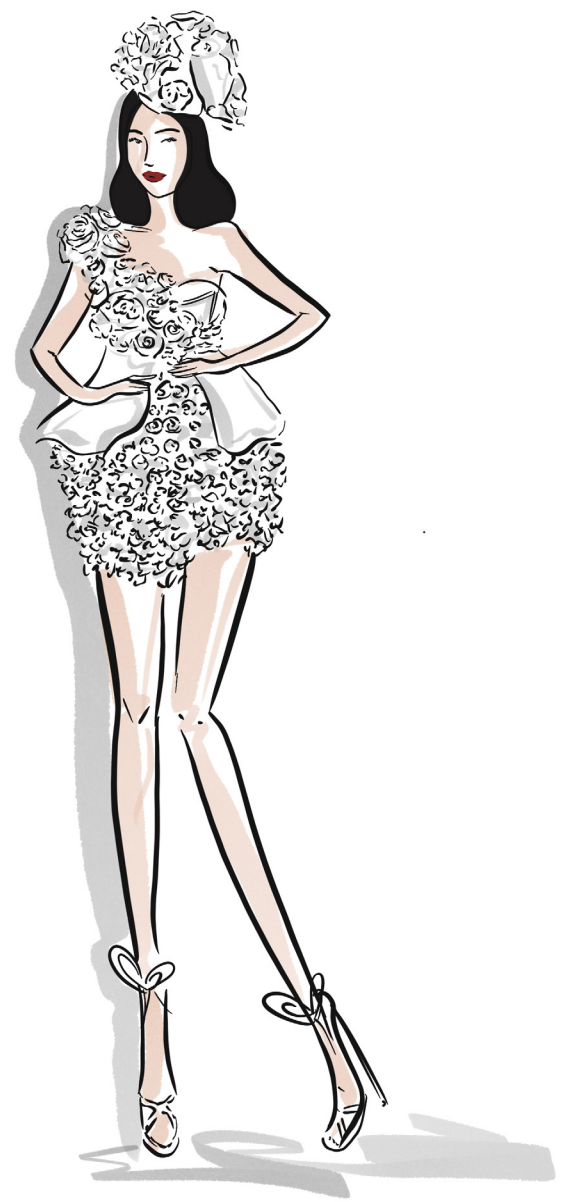
**HOAX COUTURE | TORONTO, ON | RETURNING DESIGNER**

Hoax Couture was founded in 1985 by lawyer Chris Tyrell and architect Jim Searle. Within a year, the self-taught designers were already selling in premium fashion retailers around the world. Since 2008 they have run a bespoke tailoring and fashion design business in Toronto — creating clothing for private clients, corporations, major dance companies and synchronized skating champions. The duo is also responsible for founding Dare to Wear Love, a semi-annual charitable fashion event which has raised close to \$1,000,000.

### **INSPIRATION**

For this year's Cashmere Collection outfit Hoax Couture chose to create a dress that epitomized Love... Laboriously hand crafted from hundreds of handmade Cashmere Bathroom Tissue flowers. This big fluffy heart dress is sure to bring joy to the wearer and its audience.





# *Smail Akdim*

**SMAIL AKDIM COUTURE | MONTREAL, QC | NEW DESIGNER**

Originally from Rabat, Morocco, Smail Akdim studied economics before graduating in fashion, design and modeling design. He worked across Morocco and Europe, perfecting his art and mastering the technical knowledge of Haute Couture. Combining Western modernity with Eastern traditions, his creations pay tribute to ancient embroidery and baroque colours. In 2013, he moved to Montreal where he's recently opened a new fashion house and showroom which showcases his distinguished style and artistic originality.

## **INSPIRATION**

Smail Adkim's inspiration comes from nature, and with Cashmere Bathroom Tissue he wanted to make a floral sculpture on a dress base. He used haute couture techniques, with assemblies entirely by hand. The dress has a floral look, with a silhouette bodice that ends in a trapeze volume from the waist to the bottom of the dress, all underlined with a big pink style headdress.





# *Markantoiné Lynch-Boisvert*

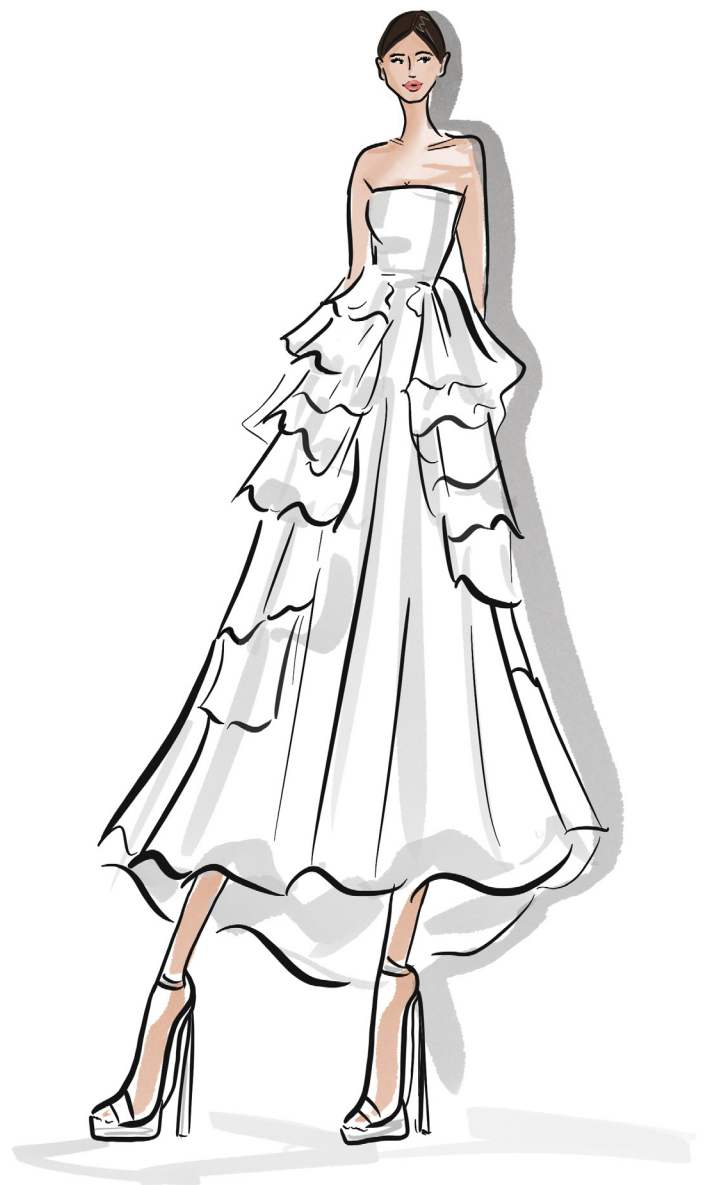
**MRKNTN | MONTREAL, QC | NEW DESIGNER**

MRKNTN is the culmination of the hard work of designer Markantoiné Lynch Boisvert. Originally from Shawinigan he has acquired solid experience in the fashion world. In 2015, he started his eponymous brand MARKANTOINE. In parallel with the development of its brand since winter 2017, Lynch Boisvert shares its passion for the creation. In 2020, MRKNTN was created from the international restructuring of its initial project — a line of eco-conscious underwear for both men and women, crafted entirely in Quebec.

## **INSPIRATION**

With this year's theme in mind, Lynch Boisvert drew inspiration for a two-piece garment. He was influenced by the quote 'LOVE IS LOVE,' which led him to create gender-neutral clothing. He employed a technique called slashing to achieve a 3D effect using layers of Cashmere Bathroom Tissue. The delicacy of these sheets allowed him to layer multiple times, resulting in an almost coral-like effect. The garments are simple yet employ a modern technique, all in the spirit of love and for the breast cancer cause.





# *Evan Ducharme*

**EVAN DUCHARME | ST. AMBROISE, MB | NEW DESIGNER**

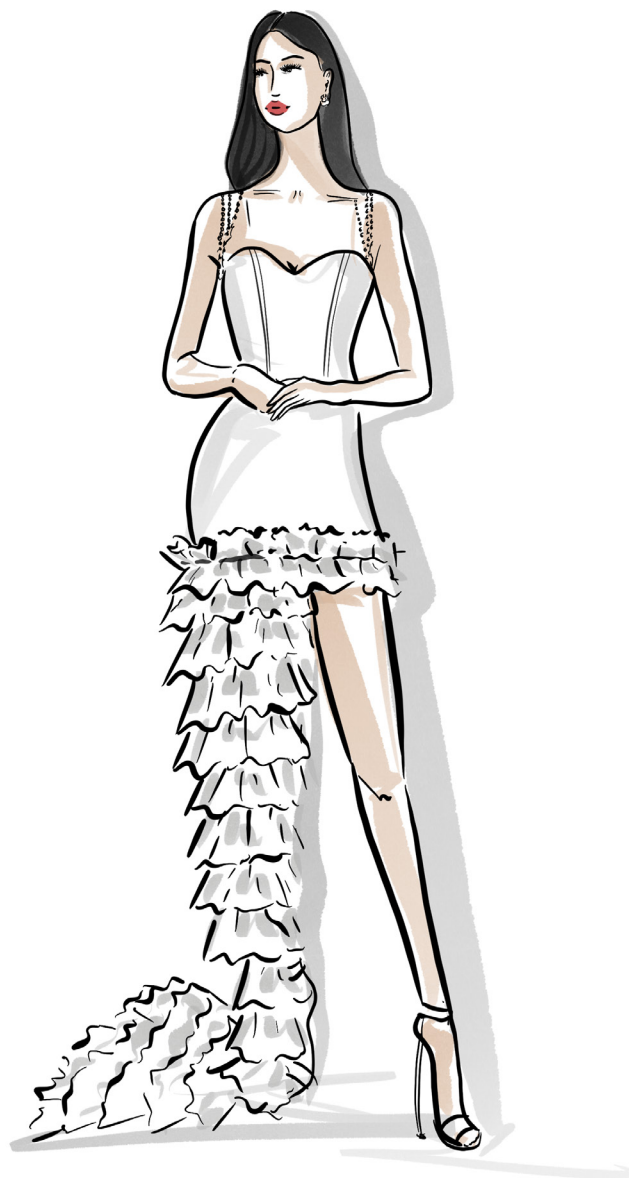
Evan Ducharme is Metis from St. Ambroise, MB (Treaty 1). With both ancestral and contemporary Michif knowledge, their work examines Metis history and its cultural iconography with a subversion of colonial notions of gender, queerness, and relations to place. Ducharme's work has been featured in a variety of leading global publications.

Ducharme currently lives and creates with gratitude on their home territories in Winnipeg, MB (Treaty 1).

## **INSPIRATION**

The inspiration for this gown came to Ducharme quite suddenly upon receiving the Cashmere Bathroom Tissue. They were led to the soft sculptural shape of the gown's base; a rounded, architectural silhouette. Multiple layers of bathroom tissue and its diaphanous quality felt like it would lend itself well to the spiral cut ruffle technique. Placing them in dégradé around the body, radiating from the center waist, so they flutter like petals as the wearer moves.





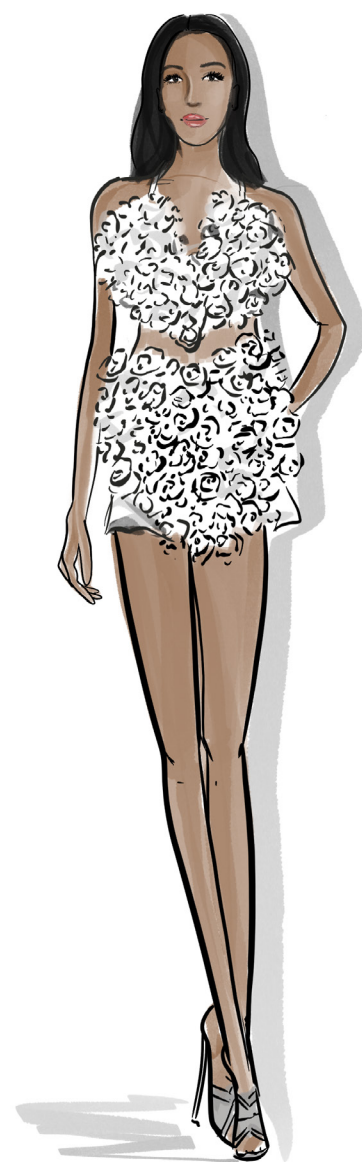
# *Jessie Da Silva*

**LACEDSILK | TORONTO, ON | NEW DESIGNER**

Before the creation of her debut label LACEDSILK, Jessie Da Silva studied Fashion Design and Fashion Business. Here, her obsession with design, technique and ethics manifested. In 2019, the label LACEDSILK evolved to today's namesake, Jessie Da Silva. Da Silva designs dreamy pieces for those who know they are not bound to what society thinks they are *\*supposed\** to wear. All of Da Silva's pieces are ethically made with the utmost quality in downtown Toronto.

## **INSPIRATION**

When exploring the theme of lovestruck, the first thing that came to Da Silva's mind was romanticism — both historic and modern day. What does romance look like? What makes it unique? Da Silva took dramatic elements from the Victorian era, mending them with modern asymmetry and silhouette. With a touch of glimmering applique, Da Silva's Cashmere Collection design may just be love at first sight...



# *Nikki Wirthensohn Yassemi*

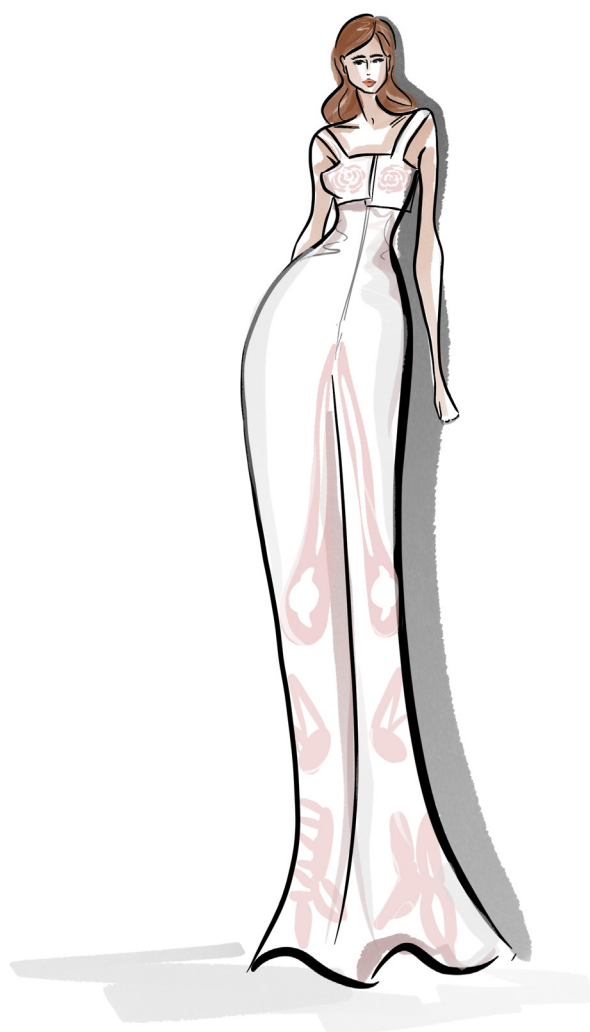
**NARCES | TORONTO, ON | RETURNING DESIGNER**

Nikki Wirthensohn Yassemi serves as the Designer and Creative Director of NARCES, where she brings a unique perspective to fashion by considering it as a collection of artful expressions that gracefully blend modesty with a playful touch. Her designs are thoughtfully and meticulously crafted as collectible art pieces, encouraging wearers to explore their individuality through subtle contrasts. Nikki has been surrounded by design, art, and fashion all her life and draws inspiration from her diverse international background.

## **INSPIRATION**

A celebration of love's many forms, brought to life in a two-piece creation. Crafted from rose-textured Cashmere Bathroom Tissue, this hand embellished rose, is an ode to both the beauty of the female form and the timeless heart symbol. Going beyond the usual ways of showing emotions, it encourages us to embrace love in all its aspects, inviting us to wear our hearts not only on our sleeves, but close to our very selves. The design in its literal translation symbolizes the delicate balance between vulnerability and strength that shapes our connections with others and ourselves.





# *Aunalee Good, Sophia Good, Sandra Moorhouse-Good & Dr. William Good*

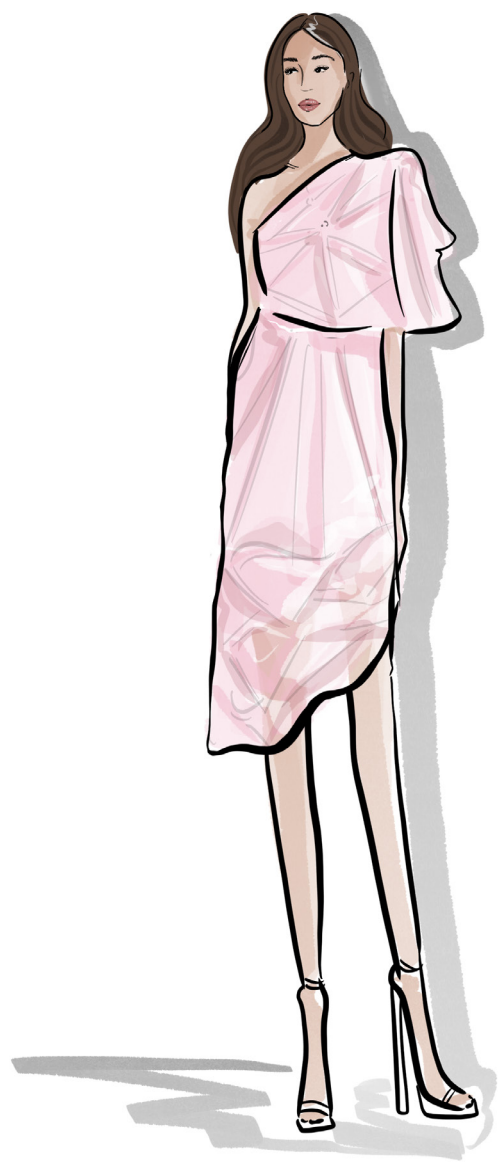
**AY LELUM | SNUNEYMUXW, B.C | NEW DESIGNER**

Ay Lelum is a second-generation Coast Salish Design House from Nanaimo. Their brand is designed and produced in B.C. by Sisters, Aunalee and Sophia, mentored by their mother, Sandra Moorehouse-Good. They collaborate with and feature artwork by their father, Traditional Coast Salish Artist and Hereditary Chief, Dr. William Good and their brother, W. Joel Good, from the Snuneymuxw First Nation. They are dedicated to documenting and sharing Coast Salish art, history, language, music and designs in the Traditional Coast Salish style from Snuneymuxw, B.C.

## **INSPIRATION**

The dress has a Traditional Coast Salish Hummingbird design by their father, Dr. William Good. The hummingbird is a messenger that brings healing and medicine, symbolizing love, beauty and healing. It was important that their dress represented a healing journey in a beautiful way for those battling breast cancer.





# *Christopher Bates*

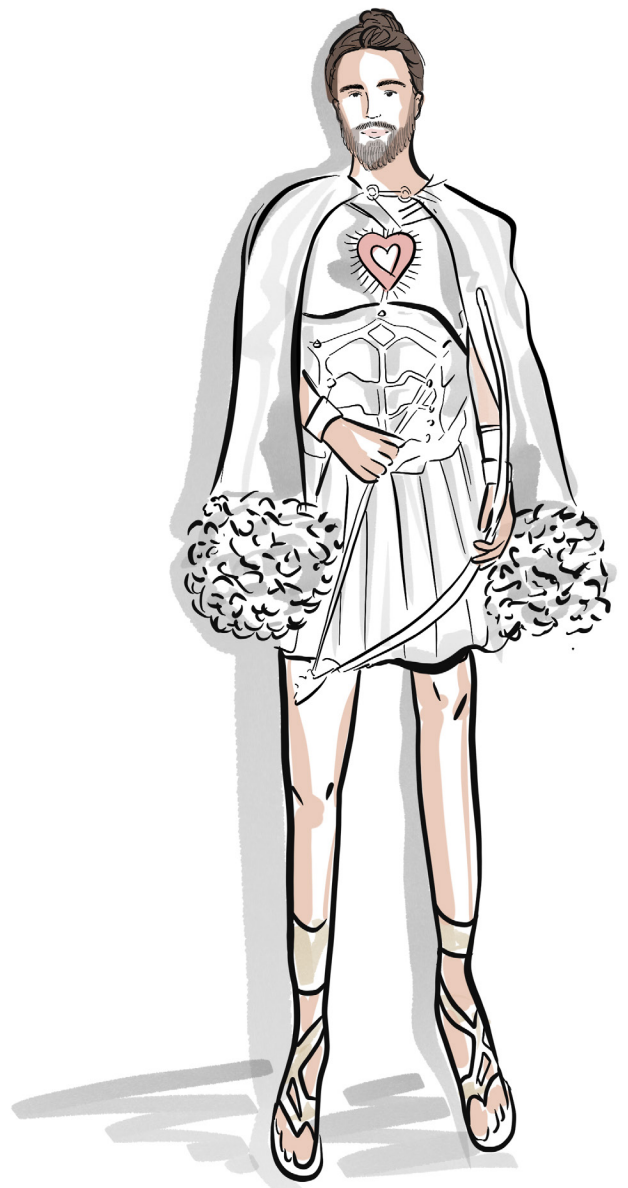
**CHRISTOPHER BATES | VANCOUVER, BC | NEW DESIGNER**

Originally from Vancouver, Christopher Bates chose his real name to represent himself in the fashion world. Educated in Milan, this intrepid designer has achieved a meteoric rise in the fashion industry. The passion that Christopher Bates expresses is almost palpable, and apparent in every aspect of his life. He is versatile and particularly focused on beautiful, innovative details. He has an innate curiosity and is inspired by anatomy, architecture, geometry, and from other art forms such as cooking.

## **INSPIRATION**

When Bates thought about making something beautiful out of Cashmere Bathroom Tissue the first thing that came to mind was origami. He was inspired by geometric shapes and, because of the origami folding technique, was able to incorporate them into his design three-dimensionally. As a fan of asymmetry, he factored that into the 1-shoulder style and abstract proportions and distribution of the shapes and folds. Bates opted for a hand-brushed ombré effect in pink to tie into both the breast cancer cause and this year's theme of lovestruck.





# *Rhowan James*

**RHOWAN JAMES | TORONTO, ON | NEW DESIGNER**

Rhowan James, a Toronto native-born to Jamaican parents who immigrated to Canada and showed him the meaning of hard work. At a young age he developed a passion for fashion and, without any formal training, taught himself how to design, construct, cut, and sew his patterns and fabrics. He started creating designs that reflected his interests and his in 2017, he launched his self-entitled menswear brand — endeavoring to give a different point of view on menswear.

## **INSPIRATION**

Rhowan James' interpretation of the Lovestruck theme draws inspiration from a rich tapestry of influences, seamlessly weaving together elements of Cupid's timeless portrayal in Roman mythology, the courage and passion of Spartan warriors who fought valiantly for love and country. This piece pays homage to the intertwining threads of love's triumphs and challenges, reflecting the indomitable spirit of those who fight against all odds. The infusion of Bow's vibrant energy from the iconic She-Ra cartoon adds a touch of modern dynamism, capturing the essence of love's transformative power and the determination to overcome obstacles, echoing the very heartbeat of the human experience.



# Rodney Philpott

**RODNEY PHILPOTT DESIGNS | ST. JOHN'S, NL |  
RETURNING DESIGNER**

Rodney Philpott's designs have matured but have never lost the fun appeal of being a woman and being your own person. Philpott has focused his time on participating in charity fashion show fundraisers to give back to the community. He feels a warmth of self-accomplishment when he can bring creativity and beauty to many heart wrenching causes. Philpott was honoured to be the winner of Vote Couture for the Cure in 2020 for his Cashmere Collection garment.

## **INSPIRATION**

This is the fourth time Rodney Philpott has participated; however, things are different. Last year, he lost his sister to cancer and wanted to pay homage to his sister's relationship with cancer — how this relationship became intimate, public and very private. He took the challenge of changing how he saw bathroom tissue. He didn't see it as a direct medium; he saw it as an input that had to become fabric. He built a fabric that had the weight and feel he needed — designing a wedding dress with a cathedral veil because cancer creates death in far too many circumstances, while a wedding creates life in many ways. His dress is a moment in time along life that includes inspiration, destruction, pain, rebirth, joy and life.





# *Lesley Hampton*

**LESLEY HAMPTON | TORONTO, ON | RETURNING DESIGNER**

Lesley Hampton is an Anishinaabe artist and fashion designer focused on mental wellness and body neutrality in fashion through the lens of the Indigenous worldview. She is the Creative Director of LESLEY HAMPTON, an Indigenous-owned, women-led, size-inclusive clothing and accessory brand based in Toronto. Hampton aims to decolonize euro-centric standards in the fashion industry, inspire the next decade of Indigenous leaders and entrepreneurs, and create space for empowerment and representation in fashion, media, and beauty.

## **INSPIRATION**

Inspired by the lovestruck concept, this design highlights the lightness and airiness one feels when they are falling in love. With this being her third year showcasing with the Cashmere Collection, Lesley wanted to work differently than previous years and experiment with the ply of the bathroom tissue and showcase the luxurious and strong quality of a single ply of Cashmere Bathroom Tissue, and layer it with the floral applique hand sewn on the garment flower by flower.





# Ross Mayer

**R. MAYER ATELIER | TORONTO, ON | NEW DESIGNER**

R. Mayer Atelier by Ross Mayer is an award-winning Canadian designer brand creating signature collections in day and evening wear for over three decades.

Fueled by his passion for the couture process, R. Mayer Atelier custom pieces are handcrafted using contemporary dressmaking techniques and exude modern femininity and exquisite glamour. Through masterful precision and attention to detail, Ross has built his namesake brand by infusing every piece with a sense of elegance, sophistication and a modern approach to design.

## **INSPIRATION**

When asked to participate, Ross' creativity went into overdrive. The theme "Lovestruck" was his starting point, and he aimed to create a unique design that embodied feelings of love and joy.

His process took him on a journey of reimagining a field of flowers enveloping the body and creating an architectural structure that would provide volume and shape. Hundreds of hand-formed flowers were applied to a neoprene base to create a dramatic silhouette that feels young and modern with a haute couture mood.

At the core of his design, Ross applied pink crystals in the form of a heart. This dazzling focal point was the heart and soul of his creation — bringing Lovestruck to life!



# Wiwa Blue

**WIDI'Z | LAVAL, QC | NEW DESIGNER**

WIDI'Z is a brand born from a passion for drawing and sewing. Wiwa Blue's style is a modern fusion of Western and Eastern cultures, blending classic and contemporary elements. Her work is crafted in Canada, and she selects fine materials imported from France and Italy to tell elaborate stories. Her designs are known for their originality, creating a sense of sublimity and uniqueness. WIDI'Z creations reveal the encapsulated magic within the beauty of women.

## **INSPIRATION**

The breast cancer cause holds a special place in Wiwa Blue's heart, but she also wanted to give back, bring smiles, and offer hope to women — letting them know they're not alone and that we stand with them.

When thinking about love, Wiwa Blue envisioned the wide dresses from the 18th century European courts. The foundational shape is round with a flat front and back, but incredibly voluminous on the sides — commonly referred to as the “Robe à la panier.”

To add a touch of romance, she delicately embroidered a woman's face using art and tapestry techniques from the Middle Ages and the Renaissance.





# Shelli Oh

**SHELLI OH | TORONTO, ON | RETURNING DESIGNER**

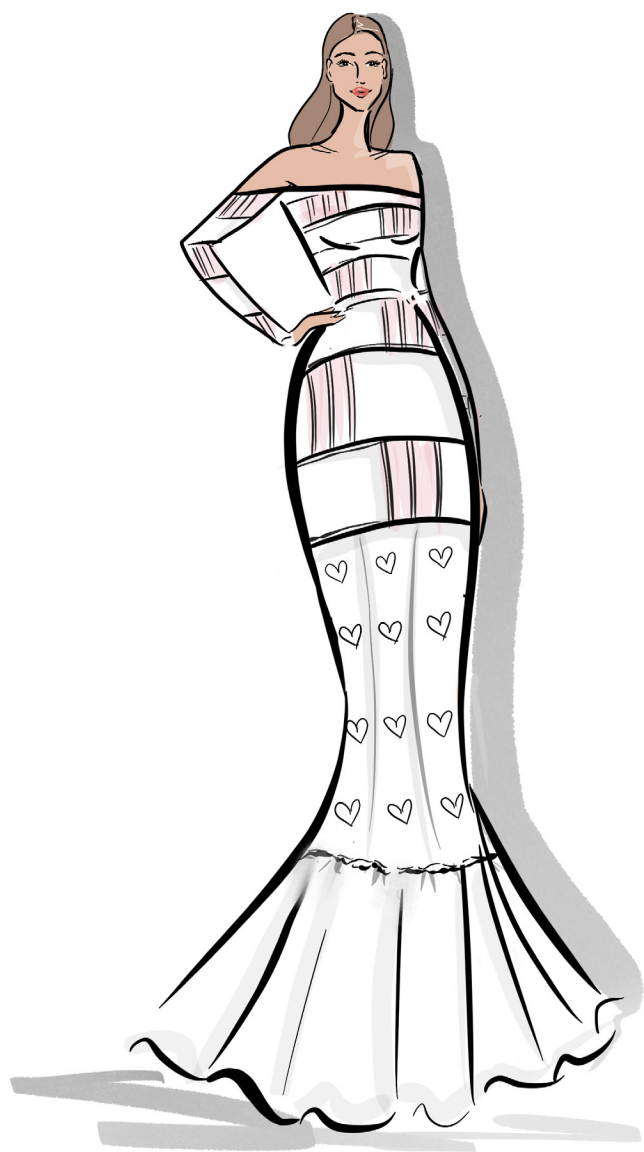
Shelli Oh is an Indonesian-Canadian designer of high-end luxury womenswear and menswear collections — created to inspire joy and a touch of whimsy by enticing the senses and evoking enchantment through design.

Shelli Oh has been acclaimed by critics as the womenswear designer synonymous with the words precious, feminine and ethereal. Over the years, her collection's delicate charm and signature prettiness has touched the hearts of consumers internationally, with their elaborate hand-sewn details, rich textiles and jeweled trims.

## **INSPIRATION**

Being thrilled with the opportunity to come back, Oh took the 'Lovestruck' theme to heart. The inspiration for her creation stemmed from a personal place; a desire to remind those going through tough times and fighting tough battles to remember to love themselves, and rediscover that fire within and the little things that bring them joy.

Trauma tends to awaken our 'fight or flight' response, and one tends to focus all their energy on pure survival, losing themselves in the process. The design of this piece comes from pure whimsy, with the intention of inspiring one to feel that spark of joy as a reminder that love starts with loving oneself.



# *Steven Lejambe*

**STEVEN LEJAMBE | TORONTO, ON | RETURNING DESIGNER**

Steven Lejambe is a Toronto-based cocktail, evening and bridal brand specializing in custom and made to order standout pieces, all crafted locally with love. After years of working under some of Toronto's most celebrated bridal and eveningwear designers, Steven started his own label to create one-of-a-kind garments that are made for a woman who wants to feel modern and current but still show classic elements with detailed finishing touches.

## **INSPIRATION**

Steven created a gown combining whimsy and romance with an edgy and modern twist. The voluminous heart skirt paired with the binding belted bodice conveys the duality of being lovestruck.



# *David Dixon*

**DAVID DIXON | TORONTO, ON | RETURNING DESIGNER**

David Dixon, an award-winning designer, remained true to his vision and focused on what he felt was a gap in the Canadian Fashion Industry—Women’s contemporary evening wear or event dressing. Interpreting the marriage between the classics and the modern, David Dixon’s clothing combines luxury with the functional, and the aspiration with the sensible. Dixon is also an advocate and using fashion as a conduit for conversation; in his words, “Fashion is a language.”

## **INSPIRATION**

For this piece Dixon drew upon a few sources of inspiration — wanting to stay true to his pillars of design (authentic, aspirational and approachable), and wanted to explore softness, the power of strength & resilience—noting cancer affect everyone who supports those diagnosed. Dixon created a shape that encompassed a circular design in the full empire design adorned with flowers and pearls, where the eye travels around the body and, in essence, the soul.





# Farley Chatto

**FARLEY CHATTO | TORONTO, ON | RETURNING DESIGNER**

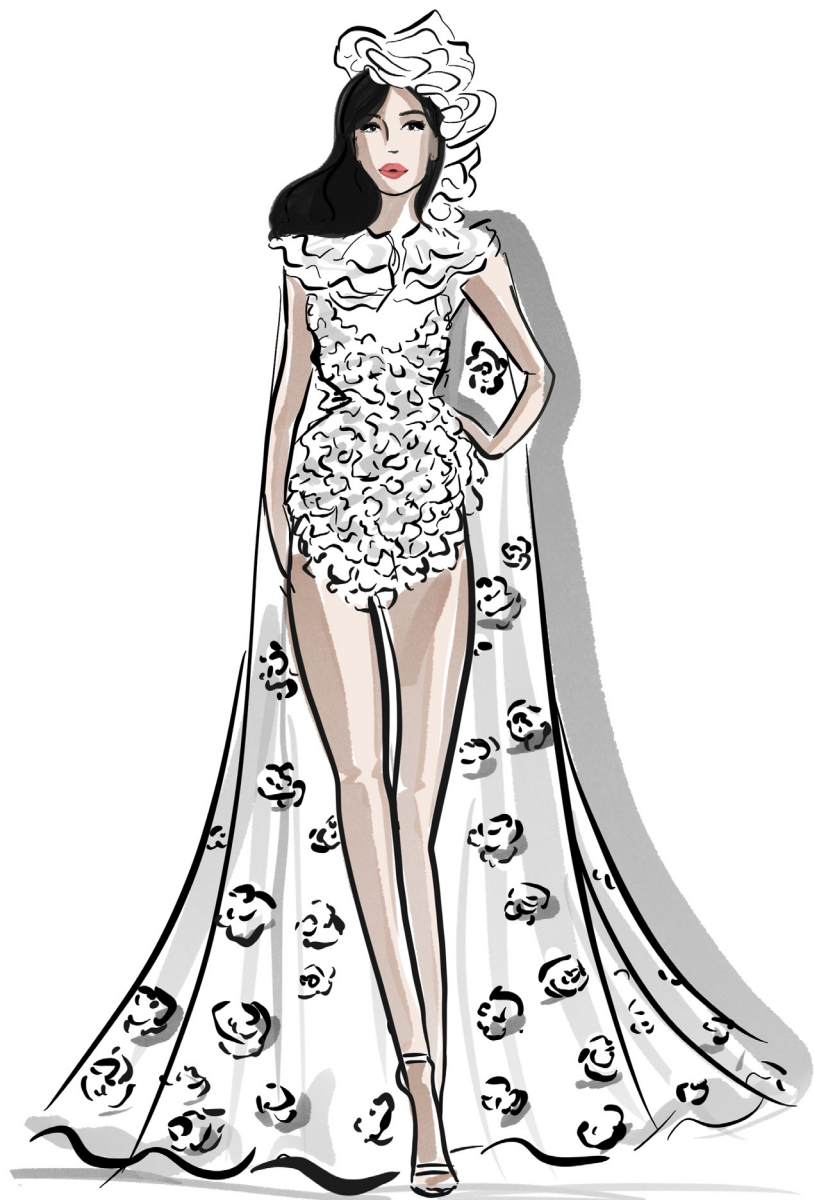
Farley Chatto is a Toronto-based designer renowned for his eponymous line of haute couture menswear launched in 1988. Trained in bespoke Italian menswear tailoring, Chatto apprenticed at Lesage in Paris, in the world of Haute Couture — as the “premier” for the couture houses. He has celebrated 35+ years of working in the fashion industry — dressing a myriad of A-list celebrities, working alongside global corporate clients, and providing costumes for beloved movie and TV productions.

## **INSPIRATION**

Farley Chatto’s inspiration for his design was a look back at the 20 years of his involvement with the Cashmere Collection. From being one of the first designers to its curators, it was his lovestruck feeling for the concept and the charitable motivation behind the Collection’s over the years.

The design was an homage to the four previous designs he created (2004, 2009, 2013 & 2020) and a way to mine from his design heritage and follow the gentleman he first dressed as he developed and grew over the last 20 years. An amalgamation of his design elements and the techniques he developed and learned.





# Caffery Vanhorne

CAFFERY VANHORNE | TORONTO, ON | NEW DESIGNER

Caffery Vanhorne is an award-winning stylist offering years of experience in fashion and conceptual design. A multidisciplinary artist, Vanhorne exists in the worlds of fashion, photography and interior design. Often described as ‘a one man show,’ he not only creates alluring vignettes but is capable of photographing them through his own lenses. Working in his favourite mediums (combined with optimism) he manifests challenges and sets his sights on new endeavours that showcase his multi-faceted range.

## INSPIRATION

Caffery Vanhorne was inspired by the orchid flower, its delicate but long lasting, and with time and nurturing it, blooms again; he felt the same similarity to the women in his life. Orchids have a minimalist but architectural quality, delicate but strong — just like tissue, and the women he admires. Vanhorne wanted something grand and angelic, minimal but excessive, so he created hundreds of petals and adored them with pearls to feel like water droplets — having lost two of his aunts to cancer. This collaboration is something he’s wanted to do for more than 15 years, to honor lost loved ones and all that are affected.





# *Zoba Martin*

**ZOBA MARTIN | TORONTO, ON | RETURNING DESIGNER**

Chizoba Udeh-Martin is a Nigerian-born multi-talented artist, lead designer, and founder of ZOBA MARTIN, a luxury fashion brand based in Toronto that focuses on creating custom hyper-flattering garments for special events.

Chizoba is skilled in pattern making and garment construction, with exceptional skills in working with delicate and non-conventional materials, like Cashmere Bathroom Tissue. She enjoys using her creative skills to contribute to body positivity by designing elegant and feminine pieces for all body types.

## **INSPIRATION**

LOVE inspires her design for the collection. The intriguing endless layers of love, interconnected, delicate, and strong as depicted by the shoulders. To love is to see and to accept, just as it presents.





# *Christopher Paunil*

**CHRISTOPHER PAUNIL | TORONTO, ON |  
RETURNING DESIGNER**

Christopher Paunil is a Filipino-Canadian fashion and costume designer who entered the Toronto fashion scene designing and working with local fashion and apparel brands. In 2010, he started his namesake bridal and eveningwear label, which has gone on to sell internationally.

In addition to his work in fashion, film and television, Christopher has spent 12 years as a fashion design instructor at George Brown College, the Toronto Film School and UforChange.

## **INSPIRATION**

Love for anyone or anything begins with love for oneself. When he was younger, Christopher had always heard this concept, but didn't fully understand what it meant. But now, he knows that to dedicate yourself to someone or something, one has to love oneself first. When you love yourself first, it's not a selfish act — it's quite the opposite. It allows us to choose what's best for us and to leave behind what's not right for us. Christopher's creation reminds the audience that love starts from within. It's the glow inside, where passion begins.



# Cashmere Collection 2023

Sincere thank you to our wonderful  
partners for their invaluable  
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# Nothing Feels Like Making A Difference

