



the softest fabric on planet earth



Oscar Gift Bags... Oprah Endorsements...

What's next for the most celebrated
and yummiest clothing and
accessory line in existence?

Peter Seltzer

Owner of Kashwère

HAS INTRODUCED A FURNITURE LINE
SO LUXURIOUS THAT MEN WON'T
MIND SLEEPING ON THE COUCH—
AND NEITHER WILL WOMEN!

Some call it the *Oprah Effect*—meaning that when the talk show queen features a product on her 'Oprah's Favorite Things'—it is automatically launched into orbit. True. But, in the case of *Kashwère*, this heavenly line of bath robes, throws, baby blankets, socks, adult clothing, bath mats, pillow shams, slippers and goodies for precious pets were already pampering bodies of the rich, famous and everyone who has ever felt the cashmere-like fabric (at *un-cashmere* like prices) next to their skin.

Since opening its doors in 2000, *Kashwère* has been a hit with consumers across the globe. Its stylish cashmere-like products are amazingly soft, but probably even better—if that's possible—is that *Kashwère* fabric is machine washable and dries without wrinkles or shrinkage. A big bonus when you have a family and look not only for the great, but the sturdy and everyday wearable. Also, a plus for busy professionals who travel and don't have time for anything that's not ready in

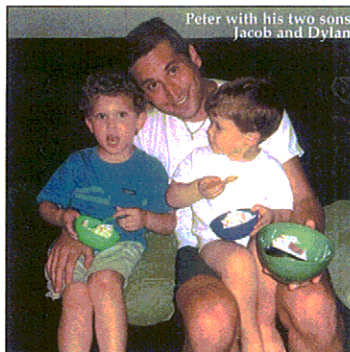
record speed. All this luxury rolled up into everyday casual and useable is no accident. The patterned 100% Chenille Synthetic Micro Fiber even recycles your dryer's heat to return the garment to its original softness.

Peter Seltzer, the brains and brawn behind *Kashwère* is a retail-savvy businessman, with a history of marketing and retail merchandising. Back in 1992, he started *Seltzer Promotions*, a retail consulting company and he built retail lines from the ground up. From screen printing and embroidery to designing logos—many of his clients topped the list of retail giants such as Disney. But, the 24/7 wear and tear of meeting a never-ending list of demanding client needs, drove Seltzer to a life-altering point where he knew that he needed to make a change.

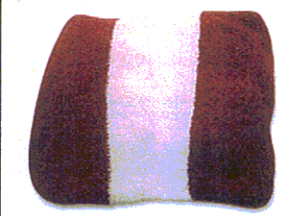
"I finally realized that even though I owned my own business, I wasn't really working for myself," states Seltzer. "My clients were very demanding and always calling at the last minute...never a thank you or a please. And, my staff

...they were about ready to get a mutiny going if I didn't start getting a little gratitude and appreciation coming our way. It finally came to a point where it was no longer just

about making money. I was frustrated and my staff was frustrated. We were all feeling like indebted servants to other people's whims. I was coming from a place where I just couldn't imagine spending the rest of my life feeling like that."



Peter with his two sons
Jacob and Dylan



After he made the decision to move on to less stressful employment options, it took Seltzer another two years to make the transition, formulate the *Kashwère* clothing designs and set production in motion.

"Because I didn't have anything to 'knock off' designs from—I had to create the designs from scratch," he reflects. "I always liked the feel of cashmere because of its softness, but couldn't wear it because it made my skin itch and was full of pills. I wanted to come up with something that was unique, easy to care for and could last the test of time. I rejected a hundred prototypes before I got it right."

And right—he did. With the overwhelming success of *Kashwère*, clothing and accessories, Seltzer proved without a doubt that he was clued in on the pulse of consumers who look for the best in quality, durability and workmanship. His next venture: a furniture line that he refers to as a luxurious *Spa at Home Collection*.



Available in colors (camel, thyme, charcoal and chocolate), to complement home, office and any setting or environment, the oversized, plush furnishings offer the softness of cashmere, and the durability synonymous with *Kashwère* fabric. The stretchable and remarkably stain resistant fabric is 100% washable and it took five years to carefully craft the furniture into comfortable designs that pamper the body, while providing a haven of luxury in which to uplift the spirit.

The *Spa at Home Collection*, consists of several interactive pieces including: an Armless Love Sofa, Ottoman, Armless Chair, Bench, Left Arm Chaise, Right Arm Chaise and Cube—all of which can be used separately, joined together or intertwined to make any room come alive with comfort and useability.

"Many names came up, but... *Kashwère* clicked in my mind. I decided to spell it with a 'K' to make it more appealing and to get around having people confuse me with the word 'Cash'—the response was immediate," Seltzer explains. At trade shows... where ever I went... I'd hear people whisper, 'There's the *Kashwère* guy,'

eaten up the *Kashwère* line. There isn't a soul alive in the city, who doesn't want to be wrapped in *Kashwère*—including our pets! Then, there's Hollywood. *Kashwère* chic has taken Tinseltown by storm with enough celebrity endorsements—including *Oprah's Favorite Things* and segments on *Dr. Phil*—to turn

in line to carry the *Kashwère* product line. *Kashwère* fabrics have passed U.S. testing standards for flammability and laundry wear with ease, which adds to their desirability in commercial use.

"When I started *Kashwère* everyone told me it wouldn't work. I couldn't do it. I was crazy to use my savings to finance it," states Seltzer. "But, I

believed in *Kashwère*. If you don't believe in yourself, how do you expect others to believe in you? My father instilled an excellent work ethic in his children and was behind me all the way. He said, 'You're bright and creative. Don't let anyone tell you what you can't do.' I've had many financial setbacks over the years where multi-million dollar deals evaporated, but my father was always there to tell me, 'You're a survivor. Don't worry about it. Move past it.' Every time something doesn't happen, I work twice as hard and, the next time around it does."



which was exactly what I wanted. People started pronouncing my company *Kashmere*—even though its *Kashwère*—but at least they were talking about me. A couple of years of trial and error where I worked with other people and I'd manufacture for them and they would distribute for me—taught me that wasn't the way to go. When it comes down to it, nobody can make your company a bigger success than you can. I decided to go into business for myself and produce and distribute my own product and, the last three years, the company just took off."

According to *Kashwère* product inventory, that's an understatement to be sure. For starters, L.A. has just

Sunset Boulevard into a parking lot of A-list names, who think the soft *Kashwère* fabric to be the *Eighth Wonder of the World* when it comes to comfort. The past two years running, robes and slippers from the *Kashwère* line have been included in both Oscar and Grammy nominee gift bags. Plus, *InStyle* and *Allure* magazines now request *Kashwère* clothing and accessories for all of their cover and feature story photo shoots.

Then, there's the list of star hotels and the finest spas in the world

For information on *Kashwère*:
19749 Bahama Street
Northridge CA 94019
818-773-2373
info@kashwere.com
Retail / Wholesale:
Chris@kashwere.com
Hotel & Spas Wholesale:
merri@kashwere.com
Internet orders:
orders@kashwere.com
Webmaster:
webmaster@kashwere.com