



Lounging in Luxury

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Celebrity swag and gifting lounges were out in full force at TIFF this season, with a ménage of VIPs, actors, directors, models and singers being taken from lounge to lounge and presented with some of the hottest merchandise around.



The **IT Lounge** gifting suite opened its doors on September 4th (until September 10th) at the luxurious Windsor Arms Hotel and provided celebs with a plethora of delights: **Fila's** limited edition "F-Word Collection" of organic tees; **The Right Hand Gal's** "You Are My Hero" necklace; cool sport sandals from **Teva** and **The No Crave Diet** book by **Dr. Penny Kendall-Reed** – to name only a few of the products available to celebs.

"After years of film festivals, we've seen celebrities go through a grueling schedule and

we are thrilled to bring together this special collection of conveniences," says Natasha Koifman, NKPR president and IT Lounge founder.

This year, the IT Lounge also provided a survival room dedicated exclusively to media: the Grand & Toy Media Centre. This is where Lipstick Lifestyle could be found checking our email, sipping on delicious Vanilla **Maxwell House** Maxicinnos or refreshing FIJI water, and resting our terribly weary film festival feet.

September is **Big Brothers and Big Sisters** month in the IT Lounge and featured a "Wall of Heroes". Celebrity visitors had the chance to share information on their own personal heroes. They also had the opportunity to donate their gifts to assist in raising money for Big Brothers and Big Sisters Toronto programs. Last year, Brad Pitt and partner Angelina Jolie donated swag bags.

The Tastemakers Lounge was back for its fourth consecutive year – with this season's theme being Ohhh Canada! – a tribute to great Canadians in film.



"This has been a banner year for Canadians in the film industry and this is our way of applauding the wonderful accomplishments that have been achieved. We look forward to continuing to support our home-grown talent as they reach new levels of success," said Debra Goldblatt, president of the Tastemakers Lounge.



The lounge, located at the InterContinental Toronto Yorkville Hotel, was available to its celebrity clientele from September 6th – 12th, and featured a unique selection of products and services – mostly Canadian. Some of the lounge participants were: **Burt's Bees** all-natural personal care products; **ESKA Natural Spring Water**; **PUMA**; **JUDZ**, and **Joe Fresh Style**. At the **AG Hair Cosmetics** booth we spotted Jami Symons, their creative director, prettying-up Canuck actress Kristin Booth's hair.

Owner and founder of **Ministry of the Interior**, Jason MacIsaac, was chosen to transform the hotel meeting room space into a Canadian-inspired gift lounge fit for invited talent, directors and 'tastemakers.' "The Tastemakers Lounge will highlight the latest trends in innovative interior design. We have selected exciting and creative work that will be inspirational to the sophisticated celebrity set," said MacIsaac.

Located in the spectacular Presidential Suite at the InterContinental Toronto Centre was the **DPA Toronto Gifting Lounge**. Though brand new to TIFF, Nathalie Dubois-Sissoko, president of DPA, is a veteran in the production of star-studded events and has proven to be very successful in the realm of celebrity gifting suites with six major suites completed in the past year alone.

From September 4th to 12th, celebrities were invited to visit the suite and relax in its luxurious setting – away from the paparazzi and film festival activities. They enjoyed cool and refreshing **Volvic** water, iced tea from **Steaz** and nibbled on delectable pastries from **Dufflet**, whilst roaming from room to room viewing the offerings.

The DPA Toronto Gifting Lounge showcased exclusive, high-end and newly launched products from companies around the globe – couture gowns, handbags, sunglasses, African safari vacations, jewellery and spa experiences were all on display. Swimwear from **Anna Kosturova**; mukluks from Manitobath Mukluks; jewellery from Parisian designer **Oh dis le moi**; **Frederic Fekkai** hair care products and **Canyon Ranch** skincare goodies were all available to lounge attendees.



by **Hennessy**.

Another newcomer to the Toronto International Film Festival gifting scene this year was **Hollywood Life House**, presented by Hollywood Life Magazine, and held at Empire Restaurant & Lounge from September 4th-7th. Known for its gifting at Sundance, a smattering of brands were shared with the celebrities who walked through its Yorkville doors: **French Connection**, **Hamilton Watches**, **Parasuco Denim** and **Miami Boutique Hotels** were all there. And, during "House" cocktail receptions, private dinners and movie premiere after-parties, VIPs enjoyed cocktails

Written by **Ellen Mirza** | [share a comment](#) | [print this post](#) | [tell a friend](#)

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