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IT Lounge to showcase new products during TIFF

by [Terry Poulton](#)

The IT Lounge concept might well be termed a quantum leap from sending out news releases about new products and just hoping to generate ink, air time and online exposure.

Launched by Toronto's NKPR agency at last year's Toronto International Film Festival, it's a comfy, welcoming and well-equipped hangout spot in the tony Windsor Arms Hotel.

International media in town for the flicks (from Sept. 6-15) are invited to take advantage of both the technological and convivial amenities - which include communications devices as well as wine and cheese. Meanwhile, of course, lounge visitors are surrounded by an array of mostly new products whose marketers are hoping to draw free publicity.

Debuting at the IT Lounge this year are Trove Clothing, Esprit, Earthchild Clothing, The Right Hand Gal (jewelry), Too Faced Cosmetics, (healthy) Heart Chocolate, Fiji Water, Twin Fin Wines, Moor Allure Naturals skin care products, I/M, Beckham: fragrance for him and her, Comfy Keyboards and Taf Toys. Also represented is Zipcar, which will offer chauffeur service to celebrities to and from the lounge.



"The IT Lounge provides a great venue for introducing new brands and products to the market," explains NKPR president Natasha Koifman. She adds that, as a grace note, celebrity visitors will be given the opportunity to donate gifts from the lounge to raise money for Big Brothers and Big Sisters of Toronto. They will also be invited to share and document who their greatest mentors are on the lounge's Moments of Mentorship wall, which will be donated to BBBST after TIFF concludes.

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The Unofficial Guide To The Toronto International Film Fest

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