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Like Christmas in September: The 'IT Lounge' Gives the Stars What They Really Want this Season

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Written By: Carli Stephens-Rothman

(andPOP) - Fancy cars, expensive meals, private assistants, public relations, personal shoppers, and of course free stuff, free stuff, FREE STUFF. Toronto sure knows how to treat the stars when they pass through town, and the Toronto International Film Festival is the perfect time to turn up the hospitality.

NKPR Inc. is a Toronto based public relations firm that offers a full scale of marketing services for a number of different clients. Founded in 2002 by Natasha Koifman, the firm hosted the "IT Lounge" for this year's TIFF stars. The "IT Lounge", a spot where celebrities can be showered with free gifts, snacks and services, was located on the second floor of Canada's top rated hotel, The Windsor Arms, in ritzy downtown Yorkville.

Nestled quietly on Thomas Street, just off Bloor, stars made their way, by appointment, to the "IT" gift lounge to loot at their leisure. NKPR only requested the attendance of the finest retailers and products that Toronto has to offer for this year's gift gala.

"The IT Lounge provides a great venue for introducing new brands and products to the market. We've searched long and hard to assemble this exciting collective of "IT" items and we can't wait to finally unveil them," says Koifman of the event.

In addition to showering the hottest stars with remarkable gifts this year, NKPR offered the celebrities a chance to take part in some gift giving themselves. This year, the firm partnered with Big Brothers and Big Sisters, which currently serves 1200 children, and over 500 wait listed. Celebrities were given the chance to donate their gifts to the foundation in order to raise money for the children. "[Big Brothers and Big Sisters] is a cause that we believe in," says Koifman, "and we are very excited to partner with them this year."

Which star-worthy products were celebs eager to pocket this past week?

Trove Clothing, a brand new Canadian line is a product that follows the "credo of comfort and fashion as one". The unisex line features creative and edgy designs that were a real hit with the TIFF traffic. ESPRIT clothing also showcased some fresh pieces from this season, which are inspired by some of the trends of the 60's. Also, Right Hand Gal, one of Tinsel Town's choice jewellery lines, added a little glitz to the showroom featuring a two-sided diamond pendant called the "Love My Planet" piece. With concerns about the environment high on the minds of some big names in Hollywood, this stunning piece was a hot pick due to the aesthetic appeal, and it's valuable message. Too Faced Cosmetics, popular on the sets of The View, Desperate Housewives and American Idol, were available as well.

In addition to looking good, the "IT Lounge" understands that feeling good is important too. Jamieson Laboratories offered a body essentials bag that included an assortment of 12 natural healthcare products to keep the stars feeling their healthiest throughout the festival. [All natural skincare line](#), [Moor Allure Naturals gifted their multi-piece daily skincare system to keep the stars glowing](#). In addition, i|n offered their high quality hair brushes and accessories to celebrities at the lounge. Hollywood power couple David and Victoria Beckham generously donated bottles of their fragrances to the event, and even A-list tykes were considered by Taf Toys, Comfy Keyboards and EARTHCHILD Clothing.

Heart Chocolate, Fiji Water and Twin Fin Wines were in abundance for the lucky superstars to nibble and sip as they passed by the gift stations, and delicious snacks were prepared by the hotel's renowned chef Stephan Ricci.

Like all other good things, this too must come to an end. The "IT Lounge" closed its doors for another year on Sept. 13, only to begin preparations for next year's festival. Disappointed stars that didn't get their gifts in time will just have to wait for 2008. Just like Christmas – TIFF only comes once a year.