



BOBBI magazine • Four Seasons Lounge

## INTERNATIONAL TRENDS

THE INTERNATIONAL TRENDS (IT) Lounge was the "it" place to be during this year's **Toronto Film Festival**. Showcasing products from around the globe—South Africa to Israel, Canada to Korea, and the United States—NKPFF's IT Lounge played host to the biggest celebrity guests in town. Visitors included Oscar-winners Tim Robbins and Julie Christie, to legend Joan Collins, to young talent including Jason Biggs, Giovanni Ribisi, Sarah Polley, John Abraham and Shawn Ashmore.

Featuring an international collection of family-friendly brands and products that were gifted to celebrity guests, "The IT Lounge has an edge over some of the others, given that most of its clients are affiliated with charities or have some kind of worthy environmental appeal", wrote the Globe and Mail. The hot spot was located in the heart of the action at the Four Seasons Hotel and treated celebrities to cell phones, apparel, accessories, make-up, skin care, children's clothing, and toys. Lines that took part included: LG Electronics, Timberland, Fiji Water, Earthchild Clothing, Kiehl's, The Right Hand Gal, and more! Next year's IT Lounge is sure to be a destination for all Toronto Film Festival celebrities.

