TIFF 2010 - The IT Lounge

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NKPR Inc. returns for a fifth time to the Toronto International Film Festival with the IT Lounge. It moved south with the festival and was held at the new NKPR head office, just steps away from the Bell Lightbox. Toronto Interior Design Group partnered with NKPR to turn the office space into the IT Lounge. This year the lounge partnered with Paul Haggis' Artists for Peace and Justice (APJ) in order to raise money for Haiti.

The lounge featured laptops from Rogers with mobile internet built-in. They are Internet ready because of the integration but I don't know if I like the idea of having my machine that committed Rogers. I got a media pass that gave me access to the lounge and these computers during the festival. I could write posts or check email, etc. I was running around too much to take advantage of this.

Sponsors of the IT Lounge included: Fila, RW&CO., Andrea Professionals, Ardell Lashes, Stila Cosmetics, Moroccanoil, Esprit, Goody, Sharpie, Dagmar Jewellery, Diane Lai skin care line, Kobo eReader, Baker Street and FIJI Water.

It was the biggest gifting lounge I visited. It was a bit of a circus on media day as so many outlets where going through the place. I signed in and recieved a very large and deep bag. I looked at it and was a bit surprised. Is this suppose to be full after this visit? If so, OMFG this is like the swag motherload. I was so glad to see Fraser Abe from Toronto Life come in at the same time. We could experience this strange trip together. It was your typical setup, we talked to brand reps at each station and then we were usual given a large quantity of product.

We arrived at the Kobo eReader station and I immediately made a huge mistake when I said I saw the eReader at the competitor's store in Santa Monica. I was quickly corrected and forgiven. I could tell that Fraser and I were thinking the same thing. "Please, please, please give us an eReader". The rep mentioned that they were gifting these units to celebrities. My heart sank and I believe I heard Fraser's heart breaking too. We aren't celebrities, boo. Then like out of a dream, the rep asked us if we would like a white or black Kobo eReader. Weee! I took a white one with a great gelaskin to decorate it.

At the Stila Cosmetics booth I tried the custom color blush which looks neon pink but works for all skin tones. I already had makeup on from the Tastemakers Lounge earlier in the day so we played with blush only. The Stila One Step Makeup in the gift bag had me excited until I learned it wasn't in my skin tone. Boo. I wanted to try the Moroccanoil but they were out of gifting items when I talked to the reps so we left empty-handed. One rep even made a point of mentioning the benefits for short hair like mine which I appreciated but it's a shame I can't try it for myself.

I love false lashes so I didn't say no when offered at the Ardell Lashes booth. It was only during research for this post did I learn that the lashes are 100% human hair. They were relatively comfortable and not as heavy as other types I've tried. If I had hair I would have gone crazy about the insane amount of Goody products I received: brushes, combs, hairbands, elastics. It was ridiculous.

The Sharpie booth had an illustrator who drew the guests. I had mine done.

The Dagmar Jewellery booth full of ornate and beautiful jewellery. It reminded me of India. It turns out that the collection is designed in Mumbai. The pieces were perfect for the red carpet and making a statement. We left the IT Lounge with massive bags. Thank god the Brill Communications office is just around the corner I was able to stash my bag there for the day and get my nails done.

The IT Lounge Gift Bag Favourites (These are products I found interesting. In some cases I've tried them and in others I've excited to try them):

- Kobo E-Reader – Definitely the best thing I got all TIFF.
- Ardell Fashion Lashes – I have to learn how to put these on by myself
- Espirit Leather Jacket – I have a nice brown leather bomber to wear
- Espirt Garment Bag – It had a loop at the bottom and Velcro to help it keep it's shape when folded.
- Bakerstreet Apple Pie – I sampled some of their other desserts and they taste like heaven.
- Sharpie pens and the Sharpie Drawing of me.
- My Tagalongs Handywoman's Kit – A beautifully designed sewing kit that takes up very little space. Perfect for your handbag

- Stila Custom Colour Blush
- Baker Street – I have that apple pie to eat. I can't get over how tasty everything is

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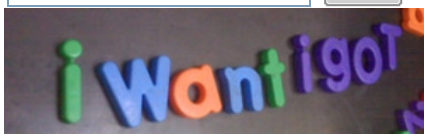

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I want – I got's Bisha Adventure in New York City

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- Studio 998 Fall Winter Collection Party, October 2, 2010
- Slavin Agency Fall 2010, September 25 – 26, 2010
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