

# ChickLit

The Official ChickAdvisor Blog

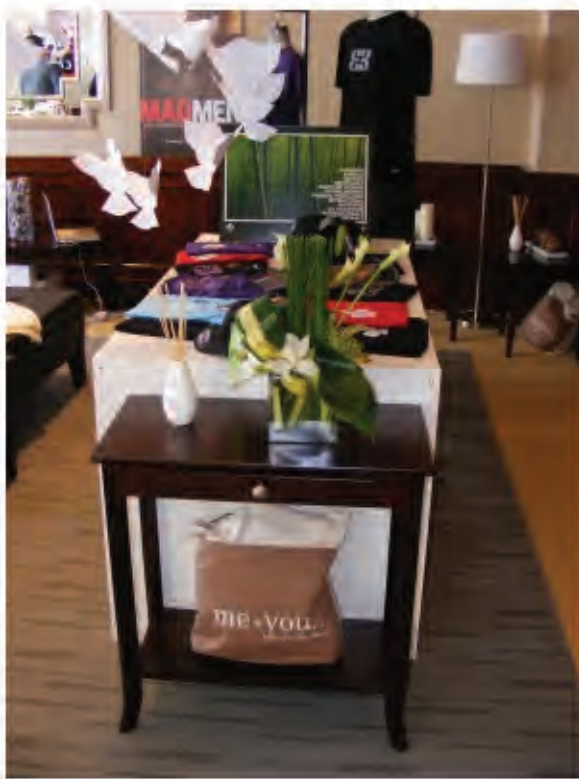
Thursday, September 17, 2009

## TIFF Swag at the Tastemakers Lounge



I'm not a celebrity (I know - you're surprised), but visiting the Tastemakers Lounge, set up for the Toronto International Film Festival (TIFF), was a quick taste of the privileges of the glittering stars embarking upon TO this month.

The lounge is set up as a free-for-all... that is - as long as you're a somebody. As a celebrity, or at least a big name participant in TIFF, you (okay, your assistant) can make an appointment for you to visit the lounge to stock up on everything from D&G's new androgynous fragrances (Ashton and Demi could share!) to super soft bamboo t-shirts (Toronto-based GUATS), pretzels in Belgian chocolate (Sexy Gourmet Food Company) and DVD box sets (AMC's Mad Men). But the good news? We can all have the same loot as Woody Harrelson, Kat Dennings and Eric McCormack (three of this year's visitors so far), since you don't have to be a celebrity to go out and purchase the items featured in the lounge.



This year's Tastemakers (one of the original celebrity gifting lounges at TIFF, now in its 5th year) is themed 'Peace, Love & Film' in honour of War Child - an organization that assists tens of thousands of war-affected children around the world each year. Rosie Levine, Canadian journalist and photographer has made it her mission to snap happy celebs in a moment of peace - literally forming the peace sign, in whatever pose or style inspires them. Photos taken so far at TIFF to add to Levine's roster of peace-sign pics include Richard Lewis (Curb Your Enthusiasm), and McCormack flashing the peace sign while in lotus position (while on the beautiful President's Choice HOME quilted storage bench on display)!

The lounge is set-up as a refuge within the TIFF-frenzied Intercontinental Hotel, abuzz with crowds of fans, industry insiders, and press junket flaks. On a typical TIFF day, over 20 'somebodies' visit the lounge to stock up, and get fluffed up. Chiggy's Touch Salon (Yorkville), and Joe Fresh Beauty - the insanely well-priced, yet fabulously diverse collection of make-up and beauty tools, provide touch-ups in the lounge before celebrities exit to a whirlwind of flashes. Montreal make-up artist Martine L'Heureux, freshened my make-up, offering some celeb-worthy tips and tricks using the Joe line. The cream blush sticks offer that 'Megan Fox' juicy glow with just a few dabs and the polished lip gloss offers the Angelina without an injection.



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