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Story by Caitlin Agnew. Photography courtesy of the Central Image Agency.

IT SPOT: Tastemakers Lounge, Intercontinental Hotel Yorkville (220 Bloor St. W.)

The scoop: One of TIFF's top gifting suites (for festival talent and stars), the Tastemakers Lounge is centered around the theme of "Fresh Goods." There are three interactive stations: Wescan Optical for fashion eyewear, Mattel for the latest in board games, and Joe Fresh Beauty for touch-ups and manicures. Ninety-five percent of all brands showcased are Canadian, and an online auction of board games signed by celebrity visitors will benefit the SickKids Foundation.

Previous visitors: Sigourney Weaver, Joaquin Phoenix, Samuel L. Jackson, Woody Harrelson, Jennifer Aniston.

My favourite swag item: Fold-up flats from Damn Heels, something I'll be carrying in my purse for the next 11 days.

Quoted: "You never know who's going to stop by. With so many people staying in the hotel, we're reaching out to all of them, but the big names never RSVP." —Michelle Easton, rock-it Promotions.

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