



CITY TIMES

Register ONLINE or Call

Khaleej Times Online >> News >> CITY TIMES

Gifts fit for a star

Jennie Moore

14 December 2008

Print E-mail

Celebrities, jury members, and presenters at this year's Dubai International Film Festival will have the opportunity to visit DPA's gift lounge at the exclusive Al Qasr hotel and leave with gifts valued at over Dh140,000.

The concept of the gift lounge has become a mainstay of the film festival circuit. It is where trendsetting A-listers are lavished with gifts by companies hoping for marketing buzz. Nathalie Dubois-Sissoko, CEO of Dubois Pelin Associates, runs gift lounges at the Cannes, Venice, and Toronto film festivals and was asked to come back for a second year to run the DIFF gift lounge. "I love this city," says Nathalie, "I think it is one of my favourite events of the year."



Nathalie has tailored her gift lounge to Dubai mixing local products with bigger name brands. The local offerings include Baby Bling gift hampers filled with products for both babies and parents that Nathalie describes as "exquisite."

Dubai based, Ajmal perfume, a favourite of Nathalie's, makes its second appearance at DPA's gift lounge at DIFF, with a wide variety of its unique fragrances to choose from. Nathalie has also selected "brand new things before they launch on the market" like bathing suits from Anna Kosturova and designer clothes from Eva Varro.

Lucky lounge guests will have the chance to walk away with vacation packages from Pearl Resorts and LeTahaa private island and spa valued at Dh27,500. Also on offer are Samsonite's new Xiite luggage and a variety of products by Phillips including their Swarovski Active Crystal USB keys and MP4s with Bluetooth and Portable DVD players. Marchon returns to the DPA lounge, offering Pucci sunglasses for women and Karl Lagerfeld sunglasses for men. Celebrities will be able to experience luxury facial treatments from Natura Bisse Diamond collection as well as their limited edition gift sets. Playstation has installed a PS3 player and provides PSPs so guests to the lounge can try the newest games and blue ray films before they take them home. Also featured in this year's lounge are Solavie, Sphatika, Dr Fresh, BamBoo Hugs, French Sisters, Domakaya, Pull in, and Lebanese designer George Hobeika.

"When stars come as guests of a festival," explains Nathalie, "they come to work and they leave with gifts they didn't expect!" Celebrities, jury members and presenters of DIFF 2008 who visit DPA's gift lounge, will hardly be disappointed.

citytime@emirates.net.ae



Related News

- 'I lose things all the time' Beauty from within It's time to party! 'Spice' up your New Year Stars gear up for NYE 'It's tough making films'

Click here More News

SHARE Print E-mail