

FOR IMMEDIATE RELEASE

## LA's Largest Style House Makes First Appearance during Toronto International Film Festival

- Chic Little Devil joins RealTVfilms Social Media Lounge presented by The Cutting Room -

**TORONTO (September 2, 2010)** – RealTVfilms Social Media Lounge presented by The Cutting Room, is pleased to announce **Chic Little Devil**, LA's largest style house and a favourite among celebrities, will join the lounge for their first appearance north of border during the Toronto International Film Festival. The RealTVfilms Social Media Lounge will be open September 10 – 13 from 11 a.m. to 4 p.m. at Abode Public Residence, 128 Peter Street, just steps from the Toronto International Film Festival headquarters Bell Lightbox. Chic Little Devil will be on hand to style celebrities in red carpet gowns and cocktail dresses.

The goal of the RealTVfilms Social Media lounge is to provide a fun, relaxed place for celebrities, actors and filmmakers to come in, get hair and makeup done, sip on complimentary cocktails by **Ketel One**, grab an espresso from the Espresso Bar sponsored by **Grazie Restaurant**, and interact with some amazing sponsors including **L'Oréal Professionnel** hair products, **Dearfoams** footwear, **Oshun Spa**, **vitaminwater**, Italian eyewear company **Les Pieces Uniques**, designer home accessories by **The FHE Group** and more. Guests of the lounge will also have an opportunity to channel their inner rock star with **You Rock Guitars**, the first hybrid guitar and gaming platform that is equally rockin' when plugged into a computer, an amplifier or a video game console. **Winks Eyelash Boutique** will also be on hand to add camera-ready glamour with eyelash extensions. Hair stylist **Justin Rousseau** from **Brennen Demelo Studio** will be available to create stunning looks for interviews or the red carpet with **Rowenta Beauty** styling tools and makeup artist **Caroline Grenier** will provide red carpet looks, touch ups and pre-interview make-up applications with the brand new make-up line **Inspire Cosmetics**.

Celebrities, actors and filmmakers are invited to do an interview with RealTVfilm host/producer **Samantha Gutstadt**. The lounge will also welcome industry workers to use WIFI, return some emails and update their Facebook and Twitter on the new ipads.

*"Social Media Distribution evens out the playing field and this is an excellent opportunity for RealTVfilms and partners to enter the Film Festival gifting lounge market utilizing Twitter, Facebook and a multiple of online social distribution partners,"* says Gordon Vasquez, founder of RealTVfilms.

Keep up to date on all the sponsors and RealTVfilms Social Media Lounge happenings on twitter @realtvfilms.

**About Chic Little Devil:** Chic Little Devil is the largest style house in Southern California. Their studio is over 10,000 sq ft and houses over 40,000 pieces from over 200 of the world's top designers. Chic Little Devil Style House is known as LA's *ultimate resource for stylists*. As an international name associated with the best fashion, Chic Little Devil has a presence at all of the major red carpets from the Oscars to the Cannes film festival. Famous ladies such as Eva Longoria, Katy Perry, Angelina Jolie, Lady Gaga, Rachel Bilson, Blake Lively, Fergie, Juliette Lewis, Miley Cyrus, Lea Michelle & Naya Rivera, Sofia Vergara and countless more have all been dressed in collections found at Chic Little Devil Style House.

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**About RealTVfilms:** RealTVFilms incorporates candid interviews and event coverage into the Social Media platform for fans and followers of filmmakers, actors, celebrities and the music scene. Since its inception in 2008, RealTVfilms has produced over three thousand interviews at various events ranging from press junkets, award shows and after parties to charity functions and fashion shows, as well as various sporting and music events. RealTVfilms interviews average up to 40,000 views per day, and photo views up to 10,000 views per day.

**About The Cutting Room:** The Cutting Room specializes in hosting film, fashion and music events and was developed by filmmaker Adam Rodness and event coordinator Cyrille Brown. The Cutting Room is a new brand of industry events, which have had tremendous success with events held during the MMVAs and the Toronto International Film Festival. They provide unique and unparalleled social events in the city of Toronto that continue to bring you the highest standard of entertainment.

**WHAT:** RealTVfilm Social Media Lounge presented by The Cutting Room

**WHEN:** September 10 – 13

**TIME:** 11 a.m. – 4 p.m.

**LOCATION:** Abode Public Residence, 128 Peter Street (Corner of Peter & Richmond)

**MEDIA PREVIEW:** September 10, 10 a.m. to 1 p.m. (NOTE: appointments can be booked outside these hours)

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**For more information and to book a media appointment please contact –**  
Jenn Perras, at 416.525.7625 or [jenn@perraspr.com](mailto:jenn@perraspr.com)