



Nikki Beach Brings Its Chic Signature Style to Toronto International Film Festival



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TORONTO--(BUSINESS WIRE)-- Global luxury lifestyle brand Nikki Beach is bringing its signature style to the 2011 Toronto International Film Festival, September 8-12, 2011.

In partnership with award-winning AMC Cable Network, Nikki Beach will host film industry elite, media, trend-setters and stars at the La Terrasse AMC & Nikki Beach Lounge, its new invitation-only address on the rooftop penthouse of the TIFF Bell Lightbox – the home of the world famous film festival in the heart of downtown Toronto.

“Nikki Beach is the ultimate luxury beach club concept and one of the world’s most coveted destinations whether in St Tropez, St Barth’s, Marbella, at the Cannes Film Festival where Nikki Beach has been a presence for nine years running, or TIFF,” said Lucia Penrod, Director of Brand Standards, Nikki Beach. “Our goal is to continue expanding our brand awareness within the film industry by showcasing our global concept at new festival addresses. For the past two years, Toronto has been a fantastic addition to our family of clubs.”

Now in its 36th year, the Toronto festival is the one of the world’s most prestigious public film events, screening more than 300 films from 60+ countries every September.

“Beginning with a Sept. 8th opening night reception, VIP guests will enjoy a true taste of Nikki Beach,” Penrod continued. “Our specially designed furniture has been shipped in from France, and a special menu created by our global chefs will be catered in. As a global brand, we believe in offering an elegant and welcoming alternative for film festival industry movers and shakers to unwind, relax, celebrate, dine or simply lounge.”

La Terrasse AMC & Nikki Beach, open daily from 10:00 a.m. to 2:00 a.m., also provides an option for industry meetings, events, photo shoots and press junkets.

In 1998, Nikki Beach introduced the world to the ultimate beach club concept bringing together dining, fashion, art, music and entertainment. Over a decade later, Nikki Beach continues to make its mark in the world’s hottest addresses and trendsetting locales. Nikki Beach lifestyle can now be experienced in Miami Beach, Florida, USA; Saint-Tropez, France; St. Barth, French West Indies; Marbella, Spain; Cabo San Lucas, Mexico; Marrakech, Morocco; Koh Samui, Thailand; Cabarete, Dominican Republic; Las Vegas, Nevada, USA; and also at the Cannes Film Festival, France and the Toronto International Film Festival, Canada.

For more information on Nikki Beach, please visit www.nikkibeach.com.

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