

TRAVEL AND HOSPITALITY

Four Seasons Toronto extends hospitality partnership with TIFF ahead of 50th edition

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The company is returning as a sponsor of the event, which celebrates its 50th edition this year. Image credit: Four Seasons

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Global hospitality brand **Four Seasons** is embracing the world of film with an upcoming slate of activations.

The company will return as an official hospitality partner of the Toronto International Film Festival (TIFF), set to run from Sept. 4 to 14. Programming will span special events, culinary gatherings, special beverage and pastry offerings, spa services and themed installations.

"Four Seasons has a longstanding history with TIFF, and it is an honor to once again be a central part of the festivities for the 50th edition," said Patrick Pollak, general manager of Four Seasons Hotel Toronto, in a statement.

"We look forward to celebrating the art of cinema with our guests and the global film community, offering an unforgettable luxury experience for those in town for the occasion."

Reel connections

Four Seasons Toronto has served as a central location for TIFF for many years, with the venue serving as the site of the 50th edition's kick-off event on Sept. 2.

Alongside the gathering, the brand will also debut the annual festival photo exhibit within its lobby, featuring a curated collection of stills from the TIFF Film Reference Library, dating back to 1975. On Sept. 3, the hotel's Caf Boulud will host a four-course dinner crafted by French celebrity chef and restaurateur Daniel Boulud. Reservations are available now on [OpenTable](#).



The on-site restaurant's Dbar will also offer a themed cocktail menu once the festival begins on Sept. 4. Image credit: Four Seasons

Dbar, Caf Boulud's luxury beverage lounge, will serve as the hub for an afternoon tea event on Sept. 5. Created in partnership with the British Academy Film Awards, will feature special English pastries prepared by chef Kevin Levionnois; more sweet treats will be offered during the Road to the Golden Globes Party, which will be held the next day and hosted by American comedian Nikki Glaser.

On Sept. 7, Vanity Fair will launch an exclusive, invite-only event at Dbar, with acclaimed filmmaking talents such as Ethan Hawke, Richard Linklater, Baz Luhrmann and Alice Winocour in attendance. Each day, Caf Boulud will also serve a curated, two-course 50 for 50 Power Lunch menu, designed to fit in between film screenings.

During the festival's run, the Spa at Four Seasons Toronto will offer treatments inspired by the silver screen, including the Red-Carpet Glam Facial and the Golden Glow Manicure. Both services can be booked on the hotel's [website](#).

Italian fashion label Gucci is also highlighting its commitment to cinema, as it will return as the presenting sponsor of the 2025 edition of the Los Angeles County Museum of Art's Art+Film Gala. This week, the duo revealed this year's honorees ([see story](#)).