

Wescan fitting stars at TIFF

As the stars begin rolling into Canada's biggest city today for the 35th [Toronto International Film Festival](#), [Wescan Optical](#) is ready to outfit some famous faces.

The Montreal company has set up shop in the Tastemakers Lounge, an official swag suite at the [Hotel Intercontinental](#) on Bloor Street in Yorkville, an area known as a hive of festival activity. Over the next week, the company hopes to outfit celebrity trendsetters with fashionable frames.



It's a bit of a gamble. While sunglasses are frequently given as swag, ophthalmic frames are not, mostly because they require custom lenses. It's a gamble because they won't leave with finished eyeglasses. That would require a prescription that many people simply don't carry with them. The company was prepared to make finished glasses in its lab, but celebrities don't generally hand out their addresses, making that a difficult option. But it's a gamble worth taking, says Beverly Suliteanu, vice-president of product development at Wescan, as she shows off [Evatik](#), [Fysh UK](#) and [Kliik Denmark](#) frames from their fall collections.

"If they're going to take the time to select a frame, they'll probably take the time to get lenses for them," says Suliteanu.

She's looking forward to seeing any style leader wearing her frames, but her highest hopes are definitely A-list celebrities. "From the men, Jon Hamm and, of course, George Clooney," she says. For women, she's particularly keen on Natalie Portman, Drew Barrymore and Jennifer Aniston.