

CUSTOM VELOUR THROW



INDUSTRY: Media and the arts

END USER: Toronto International Film Festival attendees

OBJECTIVE: The client wanted to produce a unique product to celebrate the film's opening.

ITEMS: Custom Velour Throw: A plush throw measuring 50" x 60", made using velour (acrylic/ polyester). This item is machine washable.

RESULT: This custom throw was designed in super soft velour to celebrate the grand opening of the I Heart Huckabees movie. A custom wrap was also designed to wrap and present the gift. The client decided upon a blanket because of its use as a metaphor in the movie, making this a wonderfully meaningful gift:

"They introduce him to their theory that every person, thing, concept, and experience is connected in some way, like the threads in a giant blanket."

RESPONSE: The client was extremely pleased with the end product. The Kanata team took their ideas and produced a custom design that left the client delighted. Those who received the blanket commented on what a fantastic gift it was — something unique that can be used over and over again, and something through which they could remember a fantastic evening.