

The Cannes Film Festival

MAY 11 – 20, 2027

Red Carpet

One of the world's most prestigious, elegant, and carefully choreographed red carpets celebrating cinema and global fashion.

The Grand Stage

An Iconic Spotlight

Every May, the world converges on the French Riviera. The Cannes red carpet acts as the physical and metaphorical entrance to the global cinematic spotlight, combining sheer prestige with rigid theatrical ritual.

60m

Of premium red carpet traversed by the world's most acclaimed creative talents.

24

Iconic steps leading guests up to the magnificent Grand Théâtre Lumière.

Structure & Protocol



Precision Timing

Every arrival and ascent is timed with absolute accuracy to align perfectly with the scheduled gala screenings inside.



Hierarchy of Entry

In adherence to traditional protocols, the film's cast, director, and producers are granted the ultimate honor of entering last.



Choreographed Flow

Dedicated festival staff meticulously guide the guests' path, instructing them exactly when and where to pose for the press.

Dress Code & Rules

Cannes is legendary for maintaining incredibly strict sartorial guidelines, creating a sophisticated aesthetic standard that is enforced without exception.

- ✦ **Couture Gowns:** Women are expected to wear formal evening gowns, traditionally paired with high heels.
- ✦ **Formal Tuxedos:** Men are required to wear classic black-tie tuxedos or premium designer formalwear.
- ✦ **Selfie Prohibition:** To prevent heavy traffic jams and maintain glamour, selfies have been banned since 2018.
- ✦ **Creative Defiance:** Notable stars occasionally protest rules by walking the steps barefoot or in flat shoes.

Designer/Model Lynette Medina



The Fashion Spectacle

Where Cinema Meets Haute Couture

Cannes stands as a monumental platform that rivals the Oscars in terms of pure luxury brand exposure and global media attention.

Elite fashion houses spend months collaborating with stylists and stars to plan custom looks that will instantly dominate global trends upon their debut.



Designer/Model Yana Voitovska

Cultural Significance



Celebrating Artistry

The festival serves as a crucial global launchpad for independent cinema, celebrating diverse international voices and innovative artistic visions that find widespread commercial distribution here.



The Glamour Debate

An ongoing cultural dialogue exists regarding the delicate balance between high-fashion media circus and raw cinematic art. However, both industries heavily thrive on the immense global exposure generated.

Key Takeaways



Precision Organization

Every single movement on the red carpet is carefully choreographed to maintain an uninterrupted, premium flow of attendees.



Strict Etiquette Standards

Rigorous dress codes and strict behavioral policies preserve the timeless prestige and elite legacy of the festival.



Fashion Marketing Powerhouse

The steps act as an unmatched runway, directly influencing retail luxury trends and commercial brand success worldwide.



Global Cultural Influence

Cannes effortlessly bridges the gap between commercial glamour and the celebration of fine independent cinematic art.

Questions & Discussion

Thank you for exploring the protocol and pageantry of the Cannes Red Carpet.

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Cannes Red Carpet Experience Q&A

Q1: What is the cost to walk the red stairs, and what is included?

A: The total package cost is \$3,500 USD. It includes a premium, end-to-end experience:

Cinema Ticket: Access to the official film screening.

Glam Team: Professional hair and makeup.

VIP Transport: Official vehicle transport to the red stairs (pickup at the Hotel Majestic).

Media Package: Professional photography on the red carpet and red stairs, plus a fully edited video story of your experience.

Q2: Can I opt out of professional hair and makeup? Does this lower the price?

A: Yes. If you choose to do your own hair and makeup, the adjusted package price is \$3,000 USD.

Q3: Is the official car transport required?

A: No, the official transport is not mandatory. This option is an add-on and if you don't pick it it will lower your price about \$200.

Important Timing: You must arrive at the Hotel Majestic 1.5 hours prior to your red stairs call time. This ensures all guests (4 models per vehicle) are accounted for, security protocols are met, and the vehicle arrives at the red carpet precisely on schedule.

Cannes Red Carpet Experience Q&A

Q4: Am I able to select my specific date and time for the red stairs?

A: Because official festival tickets are strictly controlled and highly limited, dates and times cannot be requested. You will be provided your exact schedule approximately 3 weeks before the event, immediately after the Cannes Film Festival officially releases its final film selections.

Q5: May I bring a purse onto the red carpet?

A: Yes, but it must be small. It is highly recommended to bring a small evening bag or clutch to hold your smartphone.

Note: Your festival ticket is an e-ticket, so keeping your phone with you is required for entry.

Q6: What is the age requirement to walk the red carpet and stairs?

A: There is no age restriction. However, anyone under the age of 18 must be accompanied by an adult chaperone.

Chaperone Pricing: Chaperones only pay the current market rate for the cinema ticket itself.

Chaperone Access: They will accompany you up the red stairs and into the theater for the movie, but they do not receive the photography, videography, glam, or VIP transport services.

Cannes Red Carpet Experience Q&A

Q7: What airport should I fly into?

A: Nice, France is one of the major airports and uber/taxi to Cannes (Approximately 35 minutes away)

Q8: Is the hotel pricing high?

A: Cannes Film Festival brings people in from around the world. Cannes is bustling with an International well dressed clientele. About 15 minutes outside of Cannes, there is reasonably priced lodging. Also, the Airbnbs are reasonably priced.