

INTERNET

Elie Saab transports followers to Cannes through whimsical content

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Elie Saab What Happens in Cannes campaign image

By STAFF REPORTS

Couture label Elie Saab is bringing consumers along for the ride at the 69th Cannes Film Festival through a series of playful content.

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The brand's #WhatHappensInCannes (StaysInCannes) campaign takes a humorous look at the starlet experience at the festival, covering everything from the grueling styling process to the French Riviera lifestyle. While other brands may be highlighting their own red carpet dressing throughout the star-studded affair, Elie Saab's quirky take may help it cut through the noise.

Codes of conduct

Before the festival kicked off, Elie Saab helped consumers prep for the main event with a short social film. "The Cannes Codes," produced with artist Paris Wells, runs through tips in text, with footage that seems to contradict the message.

For instance, along with the statement "Pack your bag carefully" is shots of a suitcase stuffed with shoes. "Engage in intense physical training" is paired with the scene of a woman getting her beauty sleep in eveningwear.

#WhatHappensInCannes... Stays in Cannes

Elie Saab has also shared a series of images and GIFs on its content site The Light of Now, continuing the concept of the Cannes Codes.

One says to "hire a good stylist" before showing two women pulling petals off a rose to decide which dress will be the winner. In another, a pineapple wearing a towel and sunglasses relaxes by the pool, with "intense concentration before the opening ceremony."



Image from Elie Saab's What Happens in Cannes campaign

In between the celebrity jokes, the brand takes time to show off its dressing suite in Cannes, which is set up at the Htel Martinez.

Luxury houses such as Christian Dior and Chopard annually rally together to celebrate the Cannes Film Festival through initiatives honoring their cinematic ties and the industry as a whole.

Held annually since 1946, the international film festival has been a glamorous affair that has given starlets red carpet opportunities and brands a platform to show off their designs, while also highlighting their role in cinema, both on-screen and behind-the-scenes. In general, luxury houses are deeply connected to the art world, and cinema may be the foremost art form associated with wealth and high-end goods ([see story](#)).

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