

MARKETING

Brands flock to Cannes, aiming to make festival most luxury-laden yet

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Chopard has sponsored the Cannes Film Festival for 25 years. Image credit: Chopard

By KATIE TAMOLA

The Cannes Film Festival has a longstanding relationship with luxury, and the connection appears to grow stronger each year.

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Set in the glamorous French Riviera, the festival lends itself well to the luxury sector by welcoming movie stars and an iconic lineup of event sponsors. After the 2020 festival was canceled due to COVID-19 and the 2021 event also was impacted by pandemic restrictions, excitement is paramount as luxury brands including Kering, BMW, Chopard and Telmont look make the 75th edition especially memorable.

"Cannes is the ultimate luxury event, a trifecta of luxuriousness," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "It combines a location that is already part of everyone's luxury imagination and as such a luxury destination with lasting power.

"It revolves around one of the most prestigious and creative events that celebrates the film industry and its legendary actors and it attracts a great number of people who are there simply for the spectacle," she said. "Beautiful people in beautiful clothes at a beautiful location, what more can one ask for?"

Lights, camera, Cannes

The Cannes Film Festival is a beloved institution for the film industry, and vast marketing opportunities for luxury brands.

Since the first Cannes in 1939, luxury brands made its presence known through brand placement on the red carpet and other sponsorships. This year's event runs from May 17 through May 28.

French luxury conglomerate Kering is an official festival partner, bringing Women in Motion, a program that spotlights women in the arts and culture sector, to the event.

D-1 before the 75th edition of the [@Festival_Cannes](#) kicks off!

As an official partner of the Festival, Kering brings Women In Motion, a program which shines a light on women in the arts and culture since 2015, to Cannes.

Stay tuned! [#WomenInMotion](#) [#Cannes2022](#) pic.twitter.com/dfdzhdpXSZ

Kering (@KeringGroup) [May 16, 2022](#)

Kering will also present the 2022 Women in Motion award to American actress and producer Viola Davis at Cannes, honoring her activism and achievements. She will receive the award at the official Women in Motion dinner on May 22 ([see story](#)).

A successful festival is nothing without Champagne, and French spirits group Rmy Cointreau's Champagne Telmont prepares to deliver at this year's event. For the second consecutive year, the brand will be the official supplier for the festival.

By tapping the sustainable Champagne house, Cannes is reinforcing its environment-friendly efforts. Italian spirits company Campari Group is also an event partner.

For the first time, German auto manufacturer BMW Group is an official partner of Cannes. Its fleet of 163 electrified vehicles will provide VIPs, guests and stakeholders with unique and entertaining experiences.

The BMW i7 will also have its first live appearance at the event following its world premiere, and three BMW i7s will be on the roads of Cannes.

[View this post on Instagram](#)

A post shared by Chopard Official (@chopard)

Chopard is celebrating 25 years of partnership with Cannes

This year, Swiss jeweler Chopard is celebrating the 25th anniversary of its partnership with Cannes this year.

To commemorate, Chopard is enlisting the help of one of its ambassadors, American actress Julia Roberts, to present the Trophe Chopard award to an up-and-coming young actor and actress at a dinner in Cannes on May 19. In doing so, she has been named Godmother of the award.

A fashionable photo op

Cannes always brings stunning fashion from actors, directors and other attendees, and the red carpet is the ultimate spotlight for luxury looks.

"Like cinema, brands connect and build strong relationships with their audiences through storytelling," said Alison Bring, chief marketing officer at [Launchmetrics](#), London. "Brands who understand this and can tell a complete, compelling and captivating story can generate strong media exposure and see greater brand performance."

Last year, Launchmetrics measured how brands can generate massive attention that hopefully leads to sizable revenue by teaming with celebrities and influencers at the event.

Utilizing its Media Impact Value (MIV) Index, Launchmetrics partnered with Digital Luxury Group to analyze brands' social media performance at Cannes. Between June 28 and July 19, the Cannes Film Festival generated \$101 million in MIV with about 75,000 placements across online media and social networks ([see story](#)).

In a nod to Cannes' stylish legacy, Chopard has taken to Instagram to reflect on memorable red carpet moments featuring its jewels.

While it remains to be seen what fashion moment gets people buzzing, Cannes remains an important event and viable avenue for brands to connect with consumers.

"Cannes is a key moment for fashion and luxury brands on the social calendar and those who manage to dress high-profile celebrities and influencers certainly see an increase in their brand performance," Ms. Bring said. "Stars who wear multiple brands on the carpet can increase their media buzz with their look, making it important for jewelry brands to build strong associations with relevant fashion houses."

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