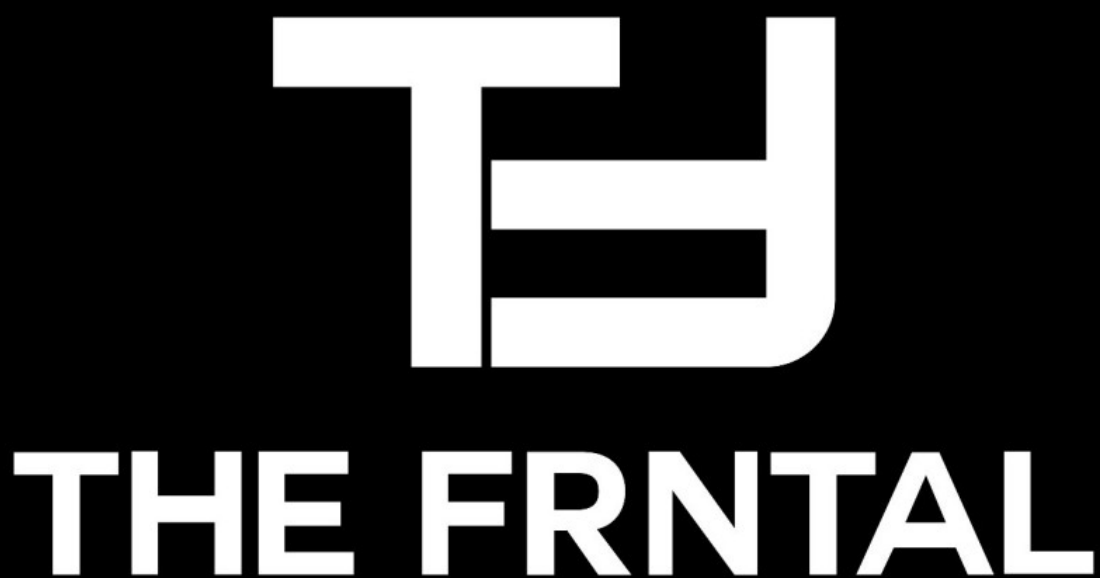


THE FRNTAL Reconfirms Its Red Carpet Hub at Cannes Film Festival 2025 Edition

THE FRNTAL announces the return of its exclusive Red Carpet Hub at the 2025 Cannes Film Festival, reaffirming partnerships with NARS, Balmain Hair, and EAUde1974.



Los Angeles, California Apr 27, 2025 ([IssueWire.com](https://www.issuewire.com)) - THE FRNTAL, a renowned global PR and talent management agency, is excited to announce the return of its prestigious Red Carpet Hub at the 2025 Cannes Film Festival. This exclusive hub, located at the JW Marriott Hotel, will be active from May 13 to May 23, offering an immersive experience to A-list celebrities, filmmakers, artists, and industry

leaders attending the festival's renowned red carpets and premieres. Over the course of the 10-day event, the Red Carpet Hub will continue to be the premier gathering space for elite guests, creating unforgettable moments and elevating client visibility at one of the world's most prestigious cultural events.

THE FRNTAL has once again joined forces with its long-standing luxury partners, NARS (Shiseido Group), Balmain Hair, and EAUde1974, reinforcing the agency's reputation for fostering high-impact collaborations that combine glamour, innovation, and unparalleled strategic access.

"We are proud to reaffirm our commitment to the Cannes Film Festival, an event where artistry, influence, and legacy converge on the global stage," said Shery Lunardi, Founder and Director of THE FRNTAL. "Our Red Carpet Hub serves as the ideal setting for our clients, providing an exclusive space where the world's most prominent figures come together. At THE FRNTAL, we craft these moments to elevate our clients' narratives, giving them the exposure they deserve through elite partnerships and unparalleled access."

A Hub for VIPs and Industry Icons

Running from May 13 to May 23, 2025, THE FRNTAL's Red Carpet Hub at the JW Marriott will host an exclusive list of VIP guests, media, and brand partners, making it one of the key venues of the festival. Daily appearances by global celebrities, renowned filmmakers, and influential artists will grace the space, providing guests with intimate, unforgettable experiences.

Each day of the event will feature bespoke activations with THE FRNTAL's partners, including NARS, Balmain Hair, and EAUde1974. These collaborations are designed to enhance the festival's atmosphere, offering guests access to luxury beauty experiences and cutting-edge fashion innovations. As part of its ongoing commitment to excellence, THE FRNTAL is focused on creating immersive experiences that resonate with the global audience and industry leaders in attendance.

NARS, Balmain Hair, and EAUde1974: Longstanding Partnerships

THE FRNTAL's continued collaboration with NARS, Balmain Hair, and EAUde1974 solidifies the agency's role as a leader in high-impact brand partnerships within the luxury and entertainment sectors. These partnerships will offer festival attendees a chance to experience the latest beauty and hair trends from NARS and Balmain Hair, while also discovering the luxurious, captivating fragrances from EAUde1974. These activations provide an added dimension to the festival, further cementing THE FRNTAL's status as a pivotal force at the Cannes Film Festival.

Celebrating Legacy and Influence

The Cannes Film Festival has long been a place where the intersection of creativity and influence takes center stage. For THE FRNTAL, this environment is the perfect backdrop to continue shaping legacies for its clients, who range from A-list celebrities to influential entrepreneurs. The agency's curated experiences and bespoke PR strategies give clients the opportunity to stand out on a global stage, ensuring their presence at Cannes is impactful and memorable.

For Shery Lunardi, the agency's Founder and Director, the Cannes Film Festival represents much more than just a high-profile event. It is a space where art, culture, and strategic storytelling converge, creating a powerful platform to elevate clients and extend their reach.

“We don't just manage careers, we architect legacies,” said Lunardi. “Every client’s journey is unique, and our mission is to craft stories that resonate powerfully with the world.”

Event Highlights (May 13-23, 2025):

- Exclusive 10-day hub at JW Marriott Hotel for VIP guests, media, and brand partners
- Daily appearances by global celebrities, filmmakers, and industry icons
- Immersive experiences with NARS, Balmain Hair, and EAUde1974 throughout the festival

About THE FRNTAL

THE FRNTAL is a leading global PR and talent management agency. Specializing in public relations, personal branding, and talent representation, the agency is committed to delivering high-impact campaigns that enhance its clients’ visibility and influence. With a focus on strategic storytelling and elite partnerships, THE FRNTAL has earned a reputation for shaping the narratives of high-profile clients and ensuring their enduring success in the entertainment and fashion industries.

In addition to its work with global celebrities and influencers, THE FRNTAL also partners with luxury brands and high-net-worth individuals, crafting bespoke campaigns that reflect their unique identities. Through a combination of media expertise, creative vision, and exclusive access, THE FRNTAL helps clients build long-lasting legacies and achieve sustained prominence across industries.

Media Contact
THE FRNTAL
info@thefrntal.com
www.thefrntal.com
_Instagram: [@thefrntalpr](https://www.instagram.com/thefrntalpr)

Media Contact

THE FRNTAL

*****@thefrntal.com

Source : THE FRNTAL

[See on IssueWire](#)