



Deauville, August 21, 2025

The Barrière group celebrates the 51st edition of the Deauville American Film Festival

From 5 to 14 September 2025, Deauville will be hosting the 51st American Film Festival, a not-to-be-missed event in the 7th art since 1975. Co-founded by Lucien Barrière, this festival has established itself as one of the major events on the international film scene.

Since 1975, the Festival has embodied a shared history between American cinema and the Barrière group. This unique bond is based on a founding passion for the 7th art, which Barrière brings to life every year through its iconic establishments and its constant commitment to the greatest cultural events.

A long-term commitment to cinema

For many years, the Barrière group has supported the development of major cinema events in France. In addition to the Deauville American Film Festival, it also supports the Biarritz Film Festival - Nouvelles Vagues, the Dinard British & Irish Film Festival, the La Baule Film and Music Festival or the César Awards dinner ceremony, which is traditionally held at Fouquet's Paris.

Through this commitment, Barrière is helping to promote cinema in all its diversity and creativity.

The Group's cinematic roots are reflected in the very soul of its establishments, particularly in Deauville. Every year, the Hôtel Barrière Le Normandy and the Hôtel Barrière Le Royal welcome festival-goers to an emblematic setting, combining elegance, refinement and references to the 7th art.

"The history of the Deauville American Film Festival is closely linked with our family and the Barrière group. Supporting the festival for five decades reaffirms Deauville's central role in cultural and cinematic encounters. It is a bridge between France and the United States, where generations of artists come together and where stories and emotions Travel."

Joy Desseigne-Barrière and Alexandre Barrière, Co-Chairmen of the Barrière group.

Tailor-made hospitality and exceptional moments

For ten days, the Barrière hotels in Deauville: Le Normandy, Le Royal and L'Hôtel du Golf become the Festival's homes. They welcome talent, juries, personalities, partners, media and guests in an environment designed to combine comfort, confidentiality and elegance. This hotel know-how, the brand's signature, helps to make every stay an unforgettable experience, right at the heart of the Festival's excitement.

The Barrière group also deploys all its event expertise through a series of unmissable events. The opening dinner and the prize-giving dinner, created by three-starred chef Pierre Gagnaire and orchestrated by the Barrière teams, are real tributes to French gastronomy and local Normandy produce. Held in the prestigious Salon Les Ambassadeurs at the Casino Barrière Deauville, these events bring together over 500 guests from the world of cinema, media and culture every year.



Created by Frédéric Desmars, Head Barman at the Hôtel Barrière Le Normandy, in collaboration with Perrier-Jouët, "Le 51ème", the Festival's signature cocktail, illustrates the excellence and creativity that characterise this week dedicated to the cinema.

Exclusive experiences during the Festival

This year's Festival will also be punctuated by new propositions of the Barrière group to extend the festival-goers' experience.

- **Festival After Parties**

On Friday 5 and Saturday 6 September, the O² Bar at the Casino Barrière Deauville will be hosting two exclusive invitation-only evenings from 11pm to 4am. These events, organised with the support of Pernod Ricard and Schweppes, will be hosted by the Barrière teams.

- **The O² Sofa Bar: "The Festival lounge"**

Located in the heart of the Casino Barrière Deauville, the O² Sofa Bar is a must, with its panoramic terrace overlooking the famous red carpet. Every day, it offers a warm and elegant atmosphere, in partnership with Pernod Ricard France.

- **The Barrière x Air France dinner**

On 6 September, Ciro's restaurant will host an exclusive dinner for talent, juries, officials, partners and media, following a screening. Served from the Ciro's menu, this exceptional moment embodies Barrière's signature art of entertaining. The desserts, in collaboration with Air France, will be created by Nina Métayer.

- **The "Festival Escapade" Offer**

Offered at the Le Normandy and Le Royal hotels, it gives the public a chance to experience the Festival from within, with a stay including overnight accommodation in a double room, buffet breakfasts, privileged access to screenings and activities at the Resort.

Offer valid until 13 September 2025, from €599, subject to availability.

About Barrière

The Barrière group is chaired by Joy Desseigne-Barrière and Alexandre Barrière, the 4th generation to develop this French family group founded in 1912 by François André and developed successively by Lucien Barrière, Diane Barrière and Dominique Desseigne. From the outset, the Group has developed unrivalled offerings in the upmarket leisure sector, based on a commitment to operational excellence, quality of service and the French art of living. It now comprises 32 casinos, 1 gaming club and 20 luxury hotels in 37 unique destinations, all of which contribute to its international reputation. It has more than 150 restaurants and bars, including the famous Fouquet's on the Champs-Élysées, an iconic French brand born in 1899 and now present in New York, the Louvre Abu Dhabi and Dubai. The Group also offers a rich programme of almost 3,500 shows and events in its establishments every year.

Barrière has almost 7,000 employees and its worldwide sales amounted to €1.4 billion for the fiscal year ended 31 October 2024.



Barrière is a brand under which the activities of two separate Groups are marketed: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC).

groupebarriere.com

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CHANEL

CHANEL, Partner of the 51st Deauville American Film Festival

Deauville, its beach and its boardwalk cannot help but conjure up images of cinema. For the past fifty years, the Deauville American Film Festival has established itself, season after season, as a major event in international cinema. Actors and actresses, directors, producers and spectators come to celebrate global masterpieces and emerging voices, giving us a glimpse of the world of today and tomorrow. Both on its famous Planches and on screen, Deauville - the seaside town where the House was founded in 1912 - has inspired the invention of a modern allure and radical stylistic audacity.

From the early 20th century, Gabrielle Chanel understood the power of the silver screen. The *couturière* travelled to Hollywood in 1931 to take part in the great Studio adventure. Actresses proved to be powerful ambassadors for the fashion Chanel had created and for her desire to liberate women's bodies. The links between the House and American cinema have remained uninterrupted ever since; from the creation of costumes for Sofia Coppola's *Priscilla* (2023) and Greta Gerwig's *Barbie* (2023), to CHANEL's partnerships with the Academy of Motion Picture Arts and Sciences in Los Angeles and the Tribeca Film Festival in New York.

For the seventh year running, CHANEL is proud to support the Deauville American Film Festival in its mission to celebrate contemporary cinematic creation and showcase the diversity of American films, from Hollywood productions to independent cinema.

CANAL+, OFFICIAL PARTNER OF THE 51ST DEAUVILLE AMERICAN FILM FESTIVAL

CANAL+ is delighted to be associated, for the second consecutive year, with one of Europe's largest festivals, showcasing the finest of American cinema. From September 5 to 14, the 51st edition of the Deauville American Film Festival will celebrate the diversity of American film production, showcasing movies from major Hollywood productions to independent films, with exclusive screenings and numerous special tributes.

The jury will be chaired this year by actress Golshifteh Farahani, alongside dancer and choreographer Benjamin Millepied, directors Katell Quillévéré and Emilie Tronche, director Thomas Cailley, and actors Vincent Macaigne, Eye Haidara and Philippine Leroy-Beaulieu. The Revelation Jury will be chaired by actor Jean-Pascal Zadi, who will be joined by actresses Anaïde Rozam and Suzy Bemba, composer and performer Bilal Hassani, and filmmaker Julien Colonna. **CANAL+** is also delighted to welcome Kim Novak, a timeless icon of the golden age of American cinema, as its guest of honour.

Laurie Cholewa will take part in the Festival's opening and closing ceremonies. The event will continue on **CANAL+** with two episodes of the daily programme **Deauville 2025**, featuring exclusive interviews with Festival guests, behind-the-scenes footage and the announcement of the award winners. Digital coverage will round out the programme, including exclusive interviews conducted by Didier Allouch on the red carpet.

CANAL+ is delighted with the selection of films pre-purchased by **CANAL+** and **CINÉ+ OCS**, on the occasion of this 51st edition. They include Richard Linklater's **NOUVELLE VAGUE**, also presented in competition at this year's Cannes Film Festival and other films that will be available exclusively on **CANAL+** in 2026: **RELAY** by David Mackenzie, **BUGONIA** by Yorgos Lanthimos, selected for the Official Competition at the Venice Film Festival in 2025 and **LE SON DES SOUVENIRS** by Oliver Hermanus, selected for the 2025 Cannes Film Festival.

The Prix d'Ornano-Valenti will be awarded to Pauline Loquès' **NINO**, pre-purchased by **CINÉ+ OCS** and selected during the last Critics' Week at the Cannes Film Festival.

The **CANAL+** channels will be flying the flag for the Festival with an outstanding line-up of award-winning films and titles screened at previous editions. Subscribers will be treated to exclusive premieres of **FINALEMENT** by Claude Lelouch, screened at the 2024 Deauville Festival, **RABIA** directed by Mareike Engelhardt and winner of the Prix d'Ornano-Valenti at the 2024 Deauville Festival and **PARTHENOPE** by Paolo Sorrentino, also at the Deauville Festival last year and in official competition at the 2024 Cannes Film Festival.

ANORA, directed by Sean Baker and winner of the Palme d'Or at the 2024 Cannes Film Festival, will return to our channels, along with James Watkins' **SPEAK NO EVIL**, Chris Sanders' **THE WILD ROBOT**, Ellen Kuras' **LEE MILLER** and Tim Burton's **BEETLEJUICE BEETLEJUICE**, all of which were screened at the 2024 Deauville Film Festival.

Kim Novak will also be honoured with the broadcast of masterpieces, including Alfred Hitchcock's **VERTIGO** on **CINÉ+ CLASSIC** and Guy Hamilton's **THE MIRROR CRACK'D**, available on the **CANAL+** app.

Finally, **CANAL+** will offer a unique experience to five of its subscribers, who will have the honour of joining the **CANAL+ jury** and selecting the **Prix CANAL+ award for best film**.





Ford France and the Deauville American Film Festival: A Renewed Partnership for a legendary 51st Edition

Nanterre, August 18, 2025 – For the third consecutive year, Ford France is proud to announce the renewal of its partnership with the **Deauville American Film Festival**, on its **51st edition**, which will take place from **September 5 to 14, 2025**.

This partnership, a testament to a fruitful and committed collaboration, reflects Ford's dedication to the world of American cinema, its emotions, and the timeless magic of the seventh art.

A Shared Adventure Reinvented

Ford France and the Deauville American Film Festival join forces once again to celebrate adventure—extraordinary journeys that transcend the boundaries of imagination and reality, deeply rooted in American DNA.

“The bond between Ford and the Deauville Festival, founded on our shared passion for adventure and innovation, is stronger than ever this year. For this third consecutive edition, we are especially proud to see the new **all-electric Ford Capri** take center stage, symbolizing this same spirit of renewal and dynamism,” said **Louis-Carl Vignon, Managing Director of Ford France**.

An unmissable event with an electric twist

For this 51st edition, Ford France will provide the festival with a fleet of its brand-new **all-electric Capri SUV**, which will be used to transport festival guests and personalities.

The **all-electric Ford Capri** will also be showcased in front of the **Deauville Casino**, offering festivalgoers the opportunity to (re)discover this legendary model, reinvented in an electric version. The Capri embodies both Ford's timeless elegance and its firm commitment to a more sustainable future.

A Must-See Event for Cinephiles

The **51st edition of the Deauville American Film Festival** promises once again to deliver an inspiring and diverse lineup, with more than **60 films** to discover.

This year, the jury will be presided over by the acclaimed actress **Golshifteh Farahani**, and the festival will also welcome prestigious guests such as **Joel Edgerton** and **Zoey Deutch**, representing different generations of American cinema.

Through this partnership, **Ford France** is proud to contribute to the success of this iconic event and to share its passion for cinema with festivalgoers from around the world.

For further information:

[Ford France](#)

COMMUNIQUÉ DE PRESSE

21 août 2025



DAUM, MAISON DE LUMIÈRE

Pour la première fois, la Maison Daum devient partenaire du Festival du Cinéma Américain de Deauville, rendez-vous incontournable de la rentrée. À cette occasion, la cristallerie française a réalisé des trophées d'exception, véritables œuvres d'art. Ensemble, Daum et le Festival célèbrent les talents du cinéma, appelés à marquer l'histoire. Une manière de cristalliser l'exceptionnel, à l'image du savoir-faire unique de la Maison.

For the first time, Maison Daum becomes a partner of the Deauville American Film Festival, a key event of the season. On this occasion, the French crystal manufacturer has created exceptional trophies, true works of art. Together, Daum and the Festival celebrate cinematic talents destined to make history. A way to crystallize the exceptional, reflecting the unique craftsmanship of the House.

HISTOIRE

Depuis plus de 140 ans, Daum perpétue une tradition où l'art et la matière se rencontrent. Fondée en 1878 à Nancy, la Maison a traversé les mouvements artistiques majeurs, de l'Art Nouveau à l'Art Déco, en collaborant avec 400 artistes emblématiques tels que Majorelle, Dali, César, Arman, Braques et bien d'autres. Chaque époque a enrichi son patrimoine créatif, faisant de Daum un témoin vivant de l'évolution esthétique.

For over 140 years, Daum has upheld a tradition where art and material converge. Founded in 1878 in Nancy, the House has navigated major artistic movements, from Art Nouveau to Art Deco, collaborating with 400 iconic artists such as Majorelle, Dali, César, Arman, Braques and many others. Each era has enriched its creative heritage, making Daum a living witness to aesthetic evolution.

SAVOIR-FAIRE

Le savoir-faire de Daum repose sur la technique de la pâte de cristal, un procédé artisanal unique basé sur la cire perdue. Cette méthode permet de créer des pièces aux formes et couleurs exceptionnelles. Chaque création est réalisée à la main, dans les ateliers de la Maison, par des maîtres-verriers passionnés. Daum se distingue par sa palette chromatique inégalée et son engagement dans l'innovation et la transmission.

Daum's expertise is based on pâte de cristal, a unique artisanal process using lost-wax casting. This method allows for the creation of pieces with exceptional shapes and colors. Each creation is handcrafted in the House's workshops by passionate master glassmakers. Daum stands out for its unmatched chromatic palette and its commitment to innovation and heritage transmission.



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JOHN NOLLET

PARIS

JOHN NOLLET PARIS, OFFICIAL HAIR PARTNER OF THE 51ST DEAUVILLE AMERICAN FILM FESTIVAL



From September 5 to 14, 2025, Maison John Nollet Paris will be in Deauville for the 51st American Film Festival, of which it is the **official hair partner**. A mythical place where glamour meets artistic independence, Deauville has always embodied a singular elegance. It is in this setting steeped in history that John Nollet and his team will set down their bags to accompany the talents of the 7th art, backstage and on the red carpet.

« Our Maison has a special relationship with this unique festival, this temple of cinema and fashion. Just as Deauville presents a snapshot of American life through the eyes of independent filmmakers, I work with hairstyles as living, vibrant scores, in osmosis with the personalities they reveal » J.N.

AN INTIMATE LINK WITH THE CINEMA

The history of Maison John Nollet has always been closely linked to that of the 7th art. Creator of the iconic hairstyles for Maiwenn's *Jeanne du Barry*, *Amélie Poulain*'s bob, Jack Sparrow's dreadlocks in *Pirates of the Caribbean*, and the sculptural compositions in *Ridicule*, John Nollet also created the hair looks for *Nine*, *007 Spectre*, *Dancer in the Dark*...

Over the years, he has sublimated some of the greatest names: Nicole Kidman, Uma Thurman, Isabelle Huppert, Monica Bellucci, Juliette Binoche, Vanessa Paradis, Sandrine Kiberlain and Maiwenn. Cinema is at the heart of his artistic career, and he shares this passion with the actresses, actors and directors he accompanies with the highest standards and sensitivity.

A LOYAL PRESENCE AT DEAUVILLE

As a partner of the Deauville Festival since 2020, **Maison John Nollet Paris** is strengthening its commitment to the festival this year, which celebrates American cinema in all its diversity, with a resolute focus on emerging voices. The 2025 edition promises to be a strong one: the jury will be presided over by Golshifteh Farahani, and the Revelation jury by Jean-Pascal Zadi, surrounded by Suzy Bemba, Julien Colonna, Bilal Hassani and Anaïde Rozam. Actress Zoey Deutch will receive the prestigious Nouvel Hollywood Award.

For ten days, John Nollet's team of Hair Stylists will be operating in the suites of the Normandy Hotel, creating hair scenarios and tailor-made hairstyles, conceived as extensions of a role or aura. From the stage in Normandy to the red carpet, every gesture reveals an art of beauty that is deeply respectful of the cinema and those who make it.

A HAIR MANIFESTO FOR THE 7TH ART

Because every detail counts, John Nollet Paris sees hairstyling as an artistic expression in its own right. At Deauville, this craftsmanship is embodied in a daily commitment to accompany, reveal and sublimate. With this new edition, the Maison reaffirms its attachment to cinematographic creation and its role as a loyal partner of those who shape dreams on the silver screen.



Press release

Valerion by Awol Vision become an official partner of the Deauville American Film Festival

Paris, August 21, 2025 –

Valerion is the premium sub-brand of AWOL Vision. It's built by engineers, designers, and colorists who believe cinema is not made by specs, but by our sensation. With a state-of-the-art RGB laser source, black levels deeper than ever before, and colors that remain true to the director's vision, Valerion represents the pinnacle of home theater mastery. Its VisionMaster long-throw projector series sets new benchmarks, the promise of a true immersive cinema-like experience. That's why Valerion is proud to be one of the sponsors of a must-see event for film lovers, the Deauville American Film Festival.

Deauville festival is a meeting ground for film lovers, critics, and creatives. Valerion provides the technology that enables those same film lovers to recreate the magic of the theater at home. By supporting Deauville, Valerion reinforces its role not just as a product, but as part of a cultural movement to bring Hollywood standards to the home.

During this 51st edition, Valerion will be exhibiting its most advanced model to date, the VisionMaster Max, in the Festival tent, which is open to the general public during the day. With an elegant design that conceals many innovative technologies, this projector takes the home cinema experience to another dimension with its exceptional brightness, vibrant colors and unprecedented black level depth.

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Télérama

Communiqué de presse

TÉLÉRAMA PARTENAIRE MÉDIA du Festival du Cinéma Américain de Deauville 2025

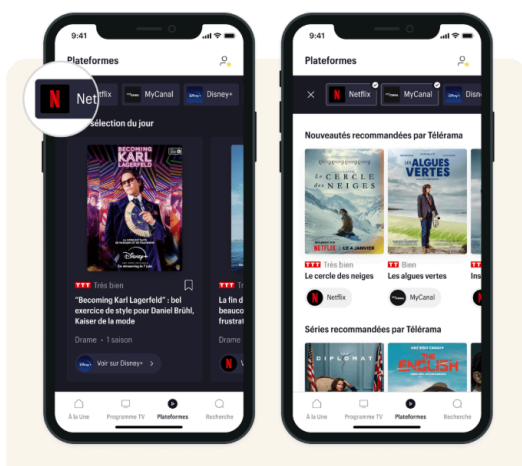
Télérama est fier de s'associer au Festival du Cinéma Américain de Deauville du 5 au 14 septembre

Spectatrice assidue et gourmande, la rédaction de Télérama invite les amoureux de la culture dans ses pages, sur son site, son appli et ses réseaux sociaux, à suivre le meilleur de ce qui s'invente ici, ailleurs, maintenant. Elle aime aussi à partager ses admirations et ses plaisirs en s'associant à des festivals et des lieux et en réalisant des événements. C'est toujours un vif intérêt et beaucoup de curiosité qui amènent Télérama à être partenaire du Festival du Cinéma Américain de Deauville.

Parce qu'on ne peut pas se passer de la culture, qui forge nos esprits, fait voyager nos corps, imagine d'autres façons de partager ! Et parce que la richesse et l'inventivité du cinéma ne sont plus à démontrer, quelle plus belle occasion que de venir à la rencontre du public et des créateurs Deauville, écrin du cinéma américain.

Bons films, beau festival à tous !

Involved and passionate spectator, Télérama invites everyone, every week in its magazine – and every day on its website and app - to follow the best and the most inventive culture, whatever happens, whatever the strangeness of the period. Journalists like to share its admirations and pleasures by partnering with festivals and venues and by staging events. It is therefore natural for Télérama to be a partner of the Deauville American Film Festival. For ever, the magazine supports cinema in particular, and culture in general. We cannot do without this culture, which shapes our minds, makes our bodies travel, and imagines other ways of sharing the beautiful, the lively, the unsuspected. Télérama is pleased to be an echo of Deauville, a heaven for American cinema. Good films, beautiful festival to all.



Découvrez les meilleurs films et séries à voir sur les plateformes

- Accédez à leur note et critique
- Filtrez selon vos plateformes
- Consultez la sélection quotidienne

Rendez-vous sur le site et l'application de **Télérama**.

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Wednesday August 21st, 2024

France Inter,

Partner of the Deauville American Film Festival

France Inter, France's No. 1 radio station, with more than 7.2 million listeners every day and the country's most popular morning show, is fulfilling its mission as a generalist public service channel by attracting an ever-growing and increasingly diverse audience.

France Inter is also the most listened-to radio station on digital media and podcasts.

Throughout its programmes and news events, France Inter gives a voice to those who are making news in French and international cinema, and goes out to meet the biggest film events. So it's only natural that, once again this year, the channel is supporting the biggest film festival of the autumn.