


# White Carpets are the New Red Carpets: The Oscars and Met Gala Set New Trends

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(New York, NY, 05/27/2024) ? The iconic red carpet, a symbol of glamor and exclusivity for decades, is being replaced by a new trend: white carpets. This shift was prominently showcased at the 2023 Oscars with its champagne-colored carpet and the recent Met Gala 2024, highlighting a new era in event aesthetics.

Edward A. Baker, widely known as 'The Red Carpet Guy,' comments on this significant transformation in event decor. Historically, red carpets have symbolized exclusivity since ancient Greece, where "Tyrian Purple," a reddish dye derived from sea snails called murex, was reserved for royalty due to its high production cost. Today, red carpets have become much more accessible, with Edward's innovative ecommerce approach, allowing people to order them online at affordable prices starting at $119.

However, the emergence of white, cream, and champagne carpets marks a return to exclusivity. Unlike red carpets, these light-colored carpets are typically used only once due to their tendency to get dirty, making them a symbol of unique, one-time events. "The choice of a white carpet elevates the status of an event,"

says Baker. "It signifies that the occasion is important enough to warrant something new and pristine, emphasizing its uniqueness."

The trend towards white carpets has been embraced by top celebrities and event planners, who appreciate the visual elegance and exclusivity that these carpets bring. At the 2023 Oscars, stars like Emily Blunt and Jessica Chastain graced the champagne-colored carpet, showcasing a fresh and sophisticated look. The 2024 Met Gala also continued this trend with a cream carpet accented by mossy green, setting a new standard for high-profile events.

This shift is not just about aesthetics but also about the message it conveys. "Switching to white carpets signifies a new chapter in event design," Baker explains. "It?s about showcasing the event?s importance by using something new and unique every time." The use of white carpets underscores the exclusivity and one-of-a-kind nature of the event, making a powerful statement about its significance and elevating it unlike ever before.

The practicality of white carpets also plays a role in their newfound exclusivity. Because they are less likely to be reused, they symbolize a higher level of investment and commitment to making the event memorable. This trend aligns with the broader movement towards creating unique and bespoke experiences in the event industry.

RedCarpetRunner.com, owned and operated by Rolling Seven, LLC, has been at the forefront of this shift. The company, led by Edward A. Baker, provides high-quality event carpets that are proudly manufactured in the USA. With a history of helping over 4,000 events around the world, RedCarpetRunner.com has established itself as a trusted provider for celebrities, brands, and major events.

"The transition to white carpets is not just a fleeting trend but a strategic move towards redefining event luxury and exclusivity," Baker adds. The company?s ability to adapt and innovate in response to changing trends has cemented its position as a leader in the event decor industry. Edward A. Baker?s vision and expertise have been instrumental in this transformation, making high-quality carpets accessible while setting new trends.

RedCarpetRunner.com?s commitment to excellence and innovation is further exemplified by their extensive product offerings and customization options. From traditional red carpets to the new and exclusive white, cream, and champagne options, the company caters to a diverse range of events, ensuring that every occasion receives the perfect aesthetic touch.

For more insights from Edward A. Baker on the future of event decor, visit RedCarpetRunner.com.

About RedCarpetRunner.com: RedCarpetRunner.com, led by Edward A. Baker, is the leading provider of premium event carpets. With a reputation for innovation and excellence, the company has been the trusted choice for numerous high-profile events. Edward A. Baker, known as 'The Red Carpet Guy,' has been instrumental in transforming event aesthetics, making high-quality carpets accessible and setting new trends in the industry. The company's mission is to provide top-tier products that enhance the visual appeal and prestige of any event. Read about the World?s longest red carpet runner.

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**Red Carpet Runner**

*RedCarpetRunner.com: Hollywood-style red carpets, rentals, and custom logo rugs for events globally. Trusted by top brands, celebrities & venues. Creating unforgettable entrances with expert installers. Elevate your event!*

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