RedCarpetRunner.com Comments on Historic Use of Purple Carpet in Trump?s Saudi Visit?A Visual Statement of Royalty and Diplomacy

May 16, 2025

NEW YORK, NY - May 16, 2025 -
RedCarpetRunner.com, a global authority on ceremonial carpets, today commented on the symbolic use of a lavender-purple carpet during President Donald J. Trump?s recent visit to Saudi Arabia?calling it one of the most visually strategic diplomatic statements in modern statecraft.

In a display of opulence and symbolism rarely seen in international diplomacy, President Donald J. Trump was welcomed with a ceremonial lavender-purple carpet, flanked by Arabian horses, a 21-gun salute, and a fighter jet escort overhead.

The vivid purple runway?replacing the traditional red?was not just a stylistic choice but a calculated symbol of royal treatment and national identity, according to Edward A. Baker, founder of RedCarpetRunner.com and widely known as ?The Red Carpet Guy.?

?As soon as I saw the color, I knew this was more than protocol?it was a message,? Baker stated. ?Purple has long signaled royalty and reverence, and Saudi Arabia is using that history to communicate honor, prestige, and sovereignty.?

The Ancient Roots of the ?Crimson Path?: Welcoming dignitaries with luxurious ground coverings is a tradition that dates back millennia. In Aeschylus? 5th-century BCE play Agamemnon, the titular king is lured onto a ?crimson path? laid out by Queen Clytemnestra. Scholars now interpret the dye as Tyrian purple?a hue so rare and revered that even Agamemnon hesitated, fearing he would anger the gods by treading where only deities should walk.

The symbolism hasn?t faded. In Roman and Byzantine cultures, purple signified imperial authority. So

revered was the hue that Roman citizens were forbidden by law to wear it, under penalty of death. Only emperors, high priests, and royalty could don the shade that cost more than its weight in gold.

The Power and Price of Purple: Tyrian purple, or ?Phoenician purple,? was extracted from the murex sea snail, whose defensive mucus could be converted?through sun exposure and a rotting process?into a pigment of unmatched brilliance and durability.

?To dye a single robe in antiquity,? Baker says, ?you needed over 10,000 sea snails. That?s why it was more expensive than gold. Purple was economically irrational for anyone but emperors and gods.?

In fact, Emperor Diocletian?s Edict of 301 AD listed the price of one pound of Tyrian purple at 150,000 denarii, the equivalent of three pounds of solid gold?enough to pay a soldier?s salary for over a decade.

Modern cost estimate:

1 gram of authentic Tyrian purple today = ~$2,700

1 ounce = ~$76,000

1 pound = $1.2 million+

That?s the power of purple?not just visually, but economically, historically, and psychologically.

Saudi Lavender Symbolism Meets Statecraft: In 2021, Saudi Arabia officially replaced its red carpets with lavender-purple carpets for state ceremonies. The change was inspired by the wild lavender blooms of the Saudi desert and accented with Al-Sadu geometric patterns, reflecting the Kingdom?s Bedouin heritage.

The carpet President Trump walked on was more than a floor covering?it was a statement.

?They?re effectively saying: You are as important as a king in our eyes,? says Baker. ?The color change signals deep personal respect?and they?re doing it their own way, by blending ancient royal customs with local pride.?

A Reception Fit for Royalty - the full welcome ceremony included:

F-15 fighter jet escort

21-gun salute

Lavender carpet runner

Arabian horse honor guard

Arabic coffee ceremony inside the Royal Terminal

Golden-trimmed staircases and national flags lining the route

Saudi media described it as ?a welcome befitting a king.? And indeed, President Trump?s reception mirrors that of monarchs?perhaps intentionally so, given the close personal and diplomatic ties between the Trump administration and the Saudi Crown.

Historical Pageantry Meets Modern Politics: By rolling out a purple carpet instead of red, Saudi Arabia invoked an age-old symbol of honor that echoes back to pharaohs, emperors, and Greek legends. But it also signaled a modern realignment of protocol, branding their identity on the world stage.

?The purple carpet is more than decor?it?s diplomacy,? says Baker. ?It?s Saudi Arabia telling the world: this visit is a historic event.?

As Trump?s Middle East tour continues, the purple welcome in Riyadh has already made history. In color, in ceremony, and in symbolism?it was a royal statement with roots deeper than politics, and richer than any red carpet could ever convey.

Edward A. Baker is the founder of RedCarpetRunner.com, the world?s premier supplier of ceremonial carpets for events, galas, film festivals, and presidential visits. Known as ?The Red Carpet Guy,? Baker is widely recognized as the leading authority on the symbolic and historical importance of colored carpets in global events.

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