

**PRESS RELEASE****FOR IMMEDIATE RELEASE****Maison Rami Kadi's SS24 Couture Collection Takes Center Stage at AIUla's Maraya Showcase**

- *Inspired by the natural scenery and cultural history of AIUla, Rami Kadi's Spring-Summer 2024 collection comprises 32 dresses that feature themes of reflective surfaces and floral patterns*
- *Maison Rami Kadi's Spring-Summer 2024 collection will be unveiled through a campaign and a subsequent fashion show, all taking place in AIUla*

**AIUla, Kingdom of Saudi Arabia, [03/02/2024]:** Lebanese designer Rami Kadi is set to unveil 'Les Miroirs', his Spring-Summer 2024 collection, in a stunning campaign at AIUla's iconic Maraya, the world's largest mirrored building.

The collection's reveal on the 3<sup>rd</sup> of February is set against a backdrop of the stunning desert canyons of the Ashar Valley, celebrating AIUla's significant role in history as a crossroads of cultures that spanned several millennia. 'Les Miroirs' will be showcased via the social media platforms of Maison Rami Kadi and AIUla Moments.

The collection reveal will be followed by a fashion show scheduled to take place during the AIUla Skies Festival, which returns from 10<sup>th</sup> to 27<sup>th</sup> April. This unique event will bring together hot air balloons, nighttime desert stargazing, orchestras, drone shows, and Rami Kadi's fashion event that celebrates the convergence of cultural celebration, haute couture, and artistic innovation. The fashion show will also feature special dresses exclusively designed for the event and unseen in the original photoshoot.

Inspired by the Maraya's reflective surfaces that lend the collection its distinctive name 'Les Miroirs', the SS24 collection comprises 32 dresses that integrate the shimmering effect of light on

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water and the multifaceted surfaces of diamonds. Sequins representing reflective aspects create a mesmerizing interplay of light and shadow.

The collection boasts dresses, figure-hugging corsets, skirts, and flowing capes and an innovative use of holographic materials, recycled plastic, PVC, and shattered glass. The designer adds an exquisite floral element to the whole collection, rappelling AIUla's flowers and the iconic shape of its leaves.

Following AIUla-inspired floral motifs, Maison Rami Kadi adds headpieces and earrings made from silver and gold metals, featuring crystals, engraved metal patterns, and brushed matte elements that lend these accessories distinctive design features reflecting the collection's inscriptive inspiration.

**Rami AlMoallim, Vice President of Destination Management and Marketing at the Royal Commission for AIUla, commented:** "We are excited for the reveal of Rami Kadi's collection at the iconic Maraya of AIUla and for the upcoming show in April. This initiative reflects the joint spirit of creativity and innovation. It is a reminder of AIUla's emergence as a hub where artists working with any medium can draw inspiration from its ancient landscapes and artistic heritage."

"Each piece in Les Miroirs is a reflection of AIUla's stunning landscape and rich cultural tapestry," **said Rami Kadi.** "By marrying modern design with ancient inspiration, we celebrate the enduring nature of beauty."

Beyond aesthetics, this collaboration holds a crucial commitment to sustainability as a portion of the sales proceeds will be allocated to the conservation of the Arabian Leopard, a vital species and Saudi treasure that AIUla is working to safeguard.

**AlMoallim continued:** "Kadi's dedication to supporting the Arabian Leopard is of added significance as we approach February 10, the International Day of the Arabian Leopard. We hope that visitors will sense this profound connection between creativity and sustainability through this exceptional showcase."

This initiative aligns with Kadi's previous role as the UN Environment Programme Regional Goodwill Ambassador for Sustainable Fashion in West Asia. In this capacity, Kadi has emphasised

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the importance of integrating sustainable practices within the fashion industry.

AlUla is renowned for its rich ancient artistic heritage, spanning back to rock art and inscriptions found at iconic sites like Jabal Ikmah, as well as the intricate hand-hewn tomb facades at Hegra. These inscriptions are recreated as elegant patterns that embrace the dresses throughout the collection.

AlUla's historical treasures, left behind by travellers, pilgrims, and residents thousands of years ago, provide a glimpse into the diverse cultural and artistic history of the city, showcasing influences from the Nabataean, Lihyanite, and Dadanite civilisations.

**Find out more details at [experiencealula.com](https://experiencealula.com)**

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### **About AlUla Moments:**

AlUla Moments is AlUla's new home for events. AlUla Moments calendar was launched at the end of 2021 and introduced new festivals and events to celebrate and unlock AlUla's stories, uncover its secrets, and celebrate local and international cultures. With 7,000 years of civilisations and home to some of the most sophisticated ancient kingdoms of antiquity, AlUla is no stranger to social gatherings and cultural celebrations.

AlUla Moments calendar comprises of five festivals offering diverse experiences in art, culture, music, nature, wellness, equestrian activities, dining, and astronomy. The AlUla Wellness Festival featuring the latest practices to engage the mind, body and soul; Winter at Tantora, the original

AlUla celebration of heritage, culture, fashion and music; the Ancient Kingdoms Festival offers immersive events acknowledging the ancient civilizations that lived in AlUla and its neighboring oases in Khaybar and Tayma; AlUla Skies Festival with the popular hot air balloons and stargazing

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experiences; and AlUla Arts Festival bringing together contemporary and ancient art events and experiences.

In addition to the festivals AlUla Moments calendar offers a number of marquee events, including AZIMUTH and Richard Mille AlUla Desert Polo, along with the heritage sports events such as The Custodian of the Two Holy Mosques Endurance Cup, AlUla Camel Cup, AlUla Falcon Cup, the Tent Pegging World Championship and Horseback Archery World Cup, a world-class fashion, adventure and sporting events.

For more information, please visit [experiencealula.com](http://experiencealula.com)

### **About AlUla:**

Located 1,100 km from Riyadh, in North-West Saudi Arabia, AlUla is a place of extraordinary natural and human heritage. The vast area, covering 22,561km<sup>2</sup>, includes a lush oasis valley, towering sandstone mountains and ancient cultural heritage sites dating back thousands of years to when the Lihyan and Nabataean kingdoms reigned.

The most well-known and recognized site in AlUla is Hegra, Saudi Arabia's first UNESCO World Heritage Site. A 52-hectare ancient city, Hegra was the principal southern city of the Nabataean Kingdom and is comprised of 111 well-preserved tombs, many with elaborate facades cut out of the sandstone outcrops surrounding the walled urban settlement.

Current research also suggests Hegra was the most southern outpost of the Roman Empire after the Roman's conquered the Nabataeans in 106 CE.

In addition to Hegra, AlUla is also home to ancient Dadan, the capital of the Dadan and Lihyan Kingdoms and considered to be one of the most developed 1st millennium BCE cities of the Arabian Peninsula, and Jabal Ikmah, an open air library of hundreds of inscriptions and writings in many different languages, which has been recently listed on the UNESCO's memory of the

World Register. Also AlUla Old Town Village, a labyrinth of more than 900 mudbrick homes developed from at least the 12th century, which has been selected as one of the World's Best

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Tourism Villages in 2022 by the UNWTO. Additionally, Hijaz Railway and Hegra Fort, which are key sites in the story and conquests of Lawrence of Arabia.

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### **About Maison Rami Kadi:**

Maison Rami Kadi's story unfolded in 2011 in the heart of Beirut, with the Maison quickly establishing itself as an innovator in glamour and nouvelle couture. Since his first collection, Rami Kadi, Lebanese-American designer, never shied away from treading the edges of innovation in glamour. Crafted by the skilled hands of Maison Rami Kadi's atelier petites mains, each couture masterpiece is a testament to meticulous craftsmanship, intricate detailing, and an unwavering commitment to perfection, reflecting the essence of this city's passion before gracing the international stage.

The brand's journey led to prestigious showcases in Paris Fashion Week, marking a pivotal moment in its global recognition. Over the past decade, Maison Rami Kadi has graced red carpets at renowned events like the Cannes Film Festival, Venice Film Festival, Red Sea Film Festival, Vanity Fair, Oscars, and the Golden Globe Awards, becoming "the name to wear on the red carpet".

Technological innovation is at the core of Maison Rami Kadi's spirit, evident in the introduction of the Middle East's first environmentally conscious fashion cyber-show in 2020. The Maison pioneered a transformative method, producing sequins from recycled plastic and crafting the world's first couture dress entirely from recycled sea plastic—a groundbreaking achievement that earned Maison Rami Kadi the esteemed title of UNEP Regional Goodwill Ambassador for Sustainable Fashion.

Embracing glow-in-the-dark embroidery, Maison Rami Kadi continues to redefine the boundaries of fashion with a commitment to creating the extraordinary. Furthermore, in 2022, Maison Rami Kadi boldly embraced digital fashion, being the first-ever regional couture designer to venture into the Metaverse. The Maison's foray into the NFT realm culminated in the ground-breaking,

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representing the first-ever human-machine couture collaboration of this scale.

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