

Maison Rami Kadi Announces “Unveiled”: The First Bridal Ready-to-Wear Collection

Revolutionizing Bridal Wear with Accessibility, Elegance, and a Signature Design Philosophy

Maison Rami Kadi is thrilled to introduce *Unveiled*, its inaugural Bridal Ready-to-Wear collection, launching on November 25th. Featuring 15 unique gowns, this collection is meticulously crafted to reflect the brand’s dedication to elegance, individuality, and sophistication. Each gown offers modern brides an accessible yet luxurious option, blending Maison Rami Kadi’s celebrated couture aesthetics with versatility for every bridal occasion.

Beirut, Lebanon – November 25, 2024 – Driven by overwhelming client demand, Maison Rami Kadi is proud to announce the debut of *Unveiled*, its first-ever Bridal Ready-to-Wear collection on November 25. Known for its intricate couture work, Maison Rami Kadi now brings its celebrated design philosophy to a broader audience, creating gowns that maintain the spirit of couture craftsmanship. The collection features 15 distinct gowns crafted from luxurious fabrics, featuring delicate embellishments and the Maison’s signature innovative touches that reflect its bold, unique design ethos. The collection embodies a timeless romance and sophistication, inspired by the subtle allure of lunar elegance.

The Bridal Ready-to-Wear collection stands out through Maison Rami Kadi’s dedication to versatile design, allowing brides to select pieces that resonate with both traditional and contemporary aesthetics. Examples of the gowns in the collection include an off-white mermaid gown featuring intricate raffia thread flowers, as well as a refined crepe and satin ensemble with cruelty-free feather accents. A strapless gown with silk pleating and a neck shawl, as well as a square neck ball gown fully embroidered with radiant threads and sequins, add to the collection's distinctive versatility. Contemporary touches—such as heart-shaped crystal beadwork on an off-white gown with a chic side slit—bring a modern twist to classic bridal style.

The collection focuses on capturing the beauty and individuality of each bride. The collection’s versatility ensures brides have choices for every aspect of their celebration. “My bridal couture

journey has always focused on gowns that reflect each bride's unique identity. This collection extends that philosophy to ready-to-wear, ensuring every bride finds her dream gown," says Rami Kadi.

The Bridal Ready-to-Wear collection was revealed through an editorial photoshoot that brought its distinctive character to life. Set against a serene backdrop of moonlit tones, the photoshoot features pedestals and fluted sheets in a muted palette of white, grey, and cream, evoking the celestial elegance at the heart of the collection. The models wore makeup inspired by the Charlotte Tilbury Moon Palette and had sleek hair styling, inspired by Charlotte Tilbury's signature, radiant glamour.

Rami Kadi's Unveiled Bridal Ready-to-Wear collection marks a new chapter for the Maison, embracing a vision of inclusivity and modern luxury and reimagining the magic of Maison Rami Kadi's craftsmanship for the ready-to-wear market.

CREDITS

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