

MAISON RAMI KADI UNVEILS ITS LATEST COLLECTION “L’ÉVENTAIL”:

A Couture Reinterpretation of the Fan as a Tool for Feminine Expression

Athens, Greece – July 17, 2025 – Rami Kadi has unveiled his latest Fall/Winter 2025/26 couture collection, *L’éventail*, named after the handheld fan that inspired its creative vision. The collection’s 41 gowns move between sculptural discipline and fluid movement, echoing the mechanical opening and closing of a fan. It channels this duality into silhouettes, surface work, and motion.

The designer describes this collection as a bold reinterpretation of the hand fan as a symbol of theatrical femininity and artistic liberation.

“Historically, the fan served as a tool of coded communication for women whose voices were muted by social convention,” explains Rami Kadi. “But today, it has become a flamboyant expression of presence. It has transformed from a symbol of silence and obedience into a statement of self-expression, and I find that beautiful and empowering. That’s why I made this collection as a tribute to it.”

The motif is central to every aspect of the collection and is reflected in its construction, embroidery, and palette. The collection’s surface work also draws from the geometric precision of Art Deco, especially visible in the embroidery’s structured radiance and symmetrical motifs.

Silhouettes and Techniques

The collection features a range of forms, including:

- Sculpted column gowns with sharp vertical pleating, evoking folded fan blades
- Corseted waists structured with metallic boning and embroidery
- Strapless and halter necklines that expose the collarbone
- Flowing godet panels and fishtail hems that visually open toward the base

Color Palette

The collection’s color story combines deep drama and luminous softness. Euphoric golds and electric cobalt tones anchor the bolder looks, while pale blue, crystal pink, and oil blue bring in softness and depth. Earthy shades like sage, plantation green, and slate black ground the palette, while accents of Windsor Wine, Rumba Red, and Blue Nights introduce contrast and richness. These tones shift across the gowns through ombré fades, mirrored textures, and metallic threads—amplifying the illusion of motion as light catches each fold.

Embroidery and Signature Gowns

The embroidery reflects both the symbolic and structural essence of the fan. Radiating beadwork mimics pleated blades and sunburst motifs, while delicate vines and feathered textures suggest fluidity and movement. Art Deco influences appear in symmetrical metallic motifs and architectural lines.

Several gowns showcase this craftsmanship in detail:

- A gold-and-cobalt striped column gown, composed of fan-like panels arranged in diagonal symmetry, with embroidery that spirals like a ceremonial fan
- An oil blue halter gown with a woven silver corset and cross-pleated neckline, echoing the steel armature of a fan
- A pale blue sheer gown adorned with crystal-dotted embroidery, feather motifs, and scattered branching beadwork—light and atmospheric
- A burgundy velvet bodice paired with a blush skirt embroidered with linear motifs and subtle pleated detailing reminiscent of flapper-era fans

Each look is accompanied by a sculptural fan accessory crafted with a metal base and embellished to echo the dress it complements, transforming the fan from object to extension of identity.

Maison Rami Kadi held a photoshoot for the collection inside the historic Zappeion Hall in Athens. The venue's neoclassical geometry, columned symmetry, and abundance of natural light created a visual counterpart to the collection's structural and symbolic themes.

More than a backdrop, the Zappeion served as a metaphor. According to the designer, this hall, once a symbol of masculine institutional power, is here recontextualized as a stage for fluid expression, feminine voice, and reclaimed space, mirroring the collection's narrative of transformation and self-possession.

The photoshoot is available to view on Maison Rami Kadi's Instagram.

For more details on the collection, visit [rami-kadi.com](https://www.rami-kadi.com)

About Maison Rami Kadi

Maison Rami Kadi is a contemporary couture house that blends modern aesthetics with traditional craftsmanship. Known for its innovative designs and meticulous attention to detail, the Maison has become a prominent name in haute couture, celebrated for its vibrant, avant-garde collections that appeal to a discerning clientele.

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