

## meydān

### **Maison Rami Kadi's Fall Winter 2024/25 Couture Collection: "Meydān"**

**Netherlands – July 16, 2024** – Maison Rami Kadi announces the launch of its collection, "Meydān," for the Fall Winter 2024/25 Couture season. The collection was unveiled on July 16<sup>th</sup> at 8:00 PM EEST (Beirut time), through a live Instagram show set against the enchanting backdrop of the Levend Paarden Museum in Amsterdam, famously known as the Living Horse Museum.

Maison Rami Kadi's Fall/Winter 2024/25 collection takes its inspiration from the raw beauty of horses and the timeless elegance they embody. The collection's name, derived from the Arabic term for a public square or open area, reflects the cultural significance of these spaces traditionally used for horse shows and community gatherings.

"Horses have also long been revered for their spirit of freedom, their commanding presence, and their unrestrained potential," explains Rami Kadi. "The horse is undoubtedly one of the most stunning creatures on Earth, embodying raw, unbridled beauty. It has been the topic of some of the most epic Arabic poems. I don't think there's a civilization that wasn't fascinated by the powerful, immortal energy that this creature emits."

The collection's equestrian spirit is captured through elements such as horseshoe prints and opulent tassels, enhanced by the use of rope, braids, knots, and macramé in the embroidery. The fabric itself—a creative blend of velvet, lace, leather, suede, rope, silk, and organza—further solidifies the collection's luxurious equine theme.

The designer adds embossed embroidery and three-dimensional flower designs to bring the collection to life and add a tangible element to the visual designs. Laser cutting, engraving, and perforating details, along with fringes and metallic gold elements, add to the collection's overall opulence.

Complementing the collection, Maison Rami Kadi unveiled a line of accessories that echoes the distinctive horseshoe motif that runs throughout. The range includes bold chokers, oversized earrings, and statement rings, each designed to embody the collection's spirit of equestrian elegance.

The collection debuted with a live performance that saw the models navigate through curated paths along the Levend Paarden Museum's historic riding hall, home to the museum's famous carousel performances. Maison Rami Kadi chose the Levend Paarden Museum for its deep historical ties to horseback performances and its commitment to maintaining a cruelty-free, healthy relationship with horses. Highlighting the show, the models made a dramatic entrance on horsebacks, surrounding the model dressed in the collection's showpiece. This gown flaunted a bodice of glittering gold fabric with an elegant peplum detail at the waist. The skirt is decorated with a network of golden braided chains and horseshoe imbuing it with a bold, modern aesthetic.

The collection's earthy palette, featuring rich hues of browns, olive greens, Bordeaux, beiges, and dusty pinks, and its intricate range of equestrian-style accessories were all brought to life in this unveiling that took place across the museum's different areas, particularly utilizing the evocative Horsewomen's Room. This area, dedicated to celebrating the contributions of female riders throughout history, provided a perfect historical echo to the modern designs.

The show is available to watch on Maison Rami Kadi's Instagram. For more details on the collection, visit Maison Rami Kadi's website.

**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.

**About the Levend Paarden Museum:** The Levend Paarden Museum, also known as the Living Horse Museum, is a landmark institution in Amsterdam that explores the historical and cultural significance of horses in Europe. The museum offers interactive exhibits and live performances, providing a comprehensive view of the horse's role in shaping European heritage.

## **Maydan**

*singular noun*

1. public squares or open areas in Arabic, often historically used for gatherings and horse races
2. Inspiration behind Maison Rami Kadi's Fall/Winter 2024/25 Couture Collection

The collection's aesthetic is further elevated through an exquisite collaborative effort that brought together cosmetics powerhouse Charlotte Tilbury Arabia and esteemed hair stylist Ilham Mestour. The hair styling features intricate braids and an elegant, equestrian-inspired updo that enhances the couture pieces. The makeup was characterized by a soft and radiant glow, adding a touch of luminosity to the show.

### **Credits:**

Photography: [Patrick Sawaya](#)

Backstage photography: [Karl Photography](#)

Atelier Photography: [Issa Moussa Photography](#)

Hair: [Ilham Mestour](#)

Makeup: [Charlotte Tilbury Arabia](#)

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