

Rami Kadi Case Story

The Snapshot

- **Campaign Copy:** Full website content creation with a harmonious flow
- **Press Release Makeover:** Exceptional English and Arabic press releases, transcreated with care
- **Brand Identity Enhancement:** Tone of Voice (TOV) aligning with Rami Kadi's unique identity
- **Client Relationship:** Established a permanent client relationship with Rami Kadi

The Background

Rami Kadi Maison de Couture, an emblem of haute couture, faced a challenge. Their website and press releases weren't capturing the essence of their breathtaking collections. Their storytelling needed refinement and their Arabic audience wasn't receiving the attention it deserved. They needed more than mere translations; they needed a narrative that wove the elegance and sophistication of their collections into every word.

Uktub

Enter Uktub. We understood that Rami Kadi's creations weren't just dresses; they were stories woven into fabric. Our task was to translate these stories into words. We revamped the entire website, infusing each page with a TOV that resonated with the brand's luxurious and artistic identity. We paid special attention to the collections, ensuring each had its unique narrative while maintaining a cohesive brand story.

The press releases required a special touch. We didn't just translate; we transcreated. Each piece was crafted in English, then reimagined in Arabic, respecting the nuances of each language and culture. The idea was to capture the soul of Rami Kadi's work in every sentence.

The Outcome

- A website that now breathes Rami Kadi's vision, inviting visitors into a world of haute couture storytelling.
- Press Releases captivating narratives that did justice to the collections' magnificence.
- A TOV that mirrored the elegance and creativity of Rami Kadi, appealing to both English and Arabic-speaking audiences.

Work Samples:

From the Designer Bio

Rami Kadi is the Founder and Creative Director of Maison Rami Kadi. At the early age of 25, Rami started paving his professional designer career with the launch of his showroom and opening of his first atelier in the heart of Beirut: a home for him to create and show the world his Couture creations.

Thread by thread, from that showroom, Rami Kadi wove together unique evening dresses and bridal couture dresses whose impeccable reputation attracted a growing base of international clientele including royalty. Through his collections, he pays tribute to “hand-made” work, the art he is particularly fond of.

From the Collection Description

MONOCHROME MYSTIQUE

Echoing the intrigue and timeless allure of the film noir era, the collection brings to life the monochromatic mystique that defined this classic period. Each couture gown serves as a canvas that captures the sharp contrasts, the play of light and shadow, and the cinematic drama inherent in each design. This evocative theme threads itself through every piece, harking back to the days of golden cinema while modernizing the aesthetic for the contemporary fashion lover.

From the Arabic Press Release for Rami Kadi's La Reviel Collection

تبدأ رحلة هذا الطيف مع النغمتين المتضادتين المتداخلتين اللتين تشكّلان النسيج الأساسي للحياة بكلّ مكوناتها: الأبيض والأسود – النور والظلمة. فلا يمكن لأحد هذين المتناقدين أن يتواجد دون الآخر، فلا قوّة دون ضعفٍ ولا انبعاثٌ دون انكماش. وإن كانت هذه الرقصة تنعكس بفساتين بيضاء وأخرى سوداء نظيرة لها، فإن ثمرة هذا الوجود تظهر بمنبع للألوان تتدفّق منه تارةً تلو الأخرى حاملةً معها معانيه الكونيّة:

أرجوانيّة، بروح الفرادة والتميز

زرقاء، نشعرنا بحنين لماضٍ جميل

خضراء، لتعطينا الهدوء والتناغم في سبيلنا

صفراء، بلون النهضة اليافعة

وبرتقالية، نابضة بدفء النعيم والحكمة.