

HIGHWAY TO HEAVEN

Rami Kadi Unveils Debut Art Collection, *Highway to Heaven*

A Vibrant Journey Through Color, Imagination, and Craftsmanship

Beirut, January 25, 2025 – Rami Kadi, renowned fashion designer and Founder of Maison Rami Kadi, has stepped into the world of art with the unveiling of his debut collection, *Highway to Heaven*. Hosted at the esteemed Belvedere Art Space, the two-day launch event marked a groundbreaking moment for Kadi, merging his couture expertise with a bold new artistic expression.

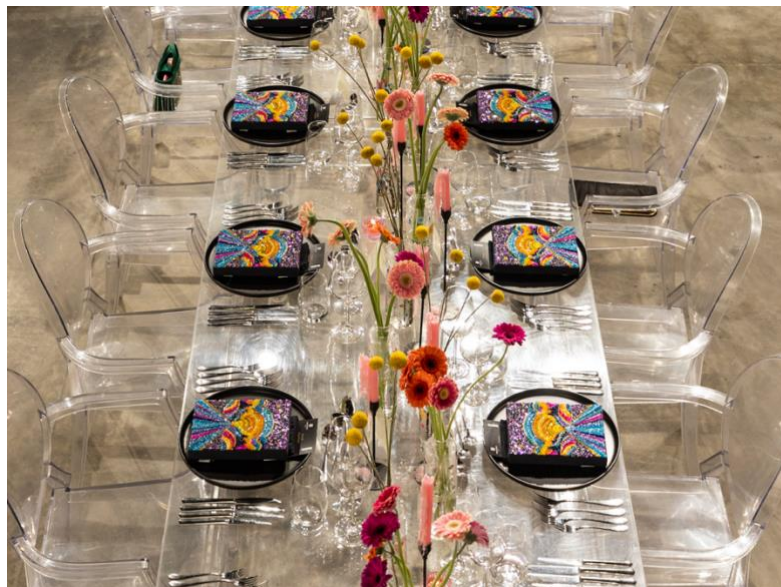


On January 23, an exclusive preview dinner was held for an intimate gathering of 30 guests, including key press, art curators, and collectors. In collaboration with Mon Chef, the evening featured a seven-course menu, amid a theme reflective of the vibrancy and imagination of

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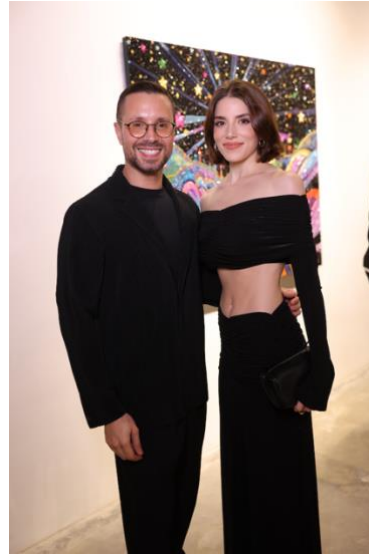
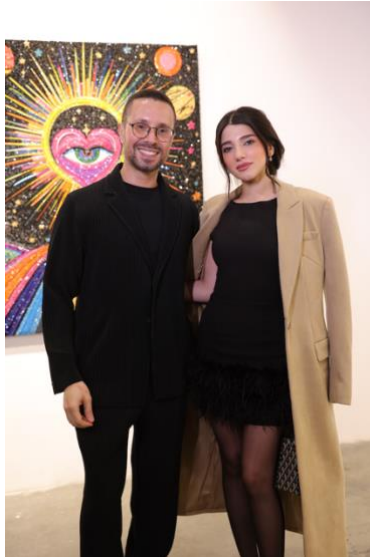
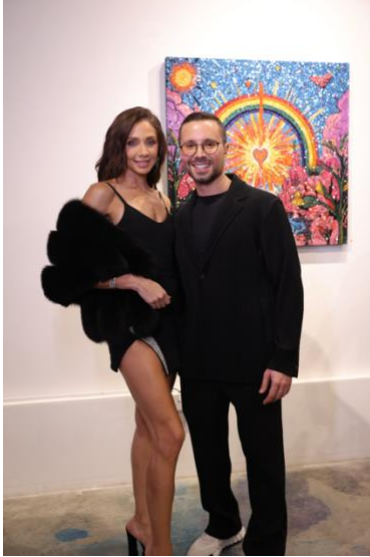
Kadi's collection. This private dinner offered guests a first look at the pieces, setting the stage for the public opening.



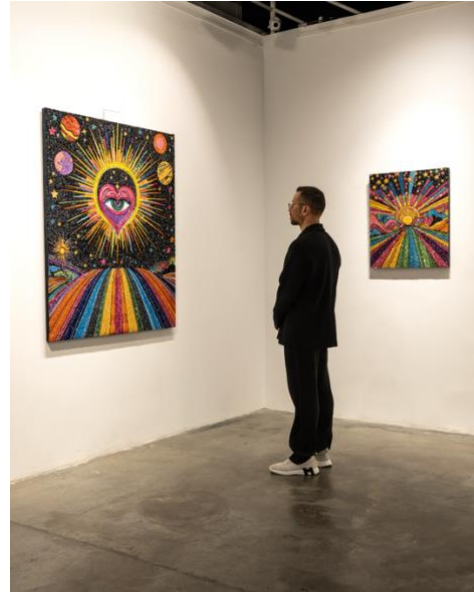
The following day, on January 24, *Highway to Heaven* was unveiled to the public in an open exhibition at Belvedere Art Space. The event was attended by a multitude of public figures, celebrities, and influencers, including actress Cynthia Samuel, TV personality Loujain Adada, actress Stephanie Saliba, film director Abdulla Alkaabi, singer and actress Maritta Hallani, content creator Narin Amara (Narins Beauty), TV personality Raya Abi

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Rached, sisters and public figures Nadine and Farah Abdel Aziz, actress Aimee Sayah, influencer Lana El Sahely, influencer Maram Zbaeda, Shirine Zaatari, Zainab Al Eqabi, Zeynap El Helw, stylist Cedric Haddad, Lama Jamal, Talar Zambakjian, and Seema Al Mansouri.



The space itself became immersive in a world of vibrant color and celestial inspiration. The pieces of the collection reflect a deeply personal narrative that journeys through fantasy realms inspired by rainbows, waterfalls, celestial bodies, and shimmering light.



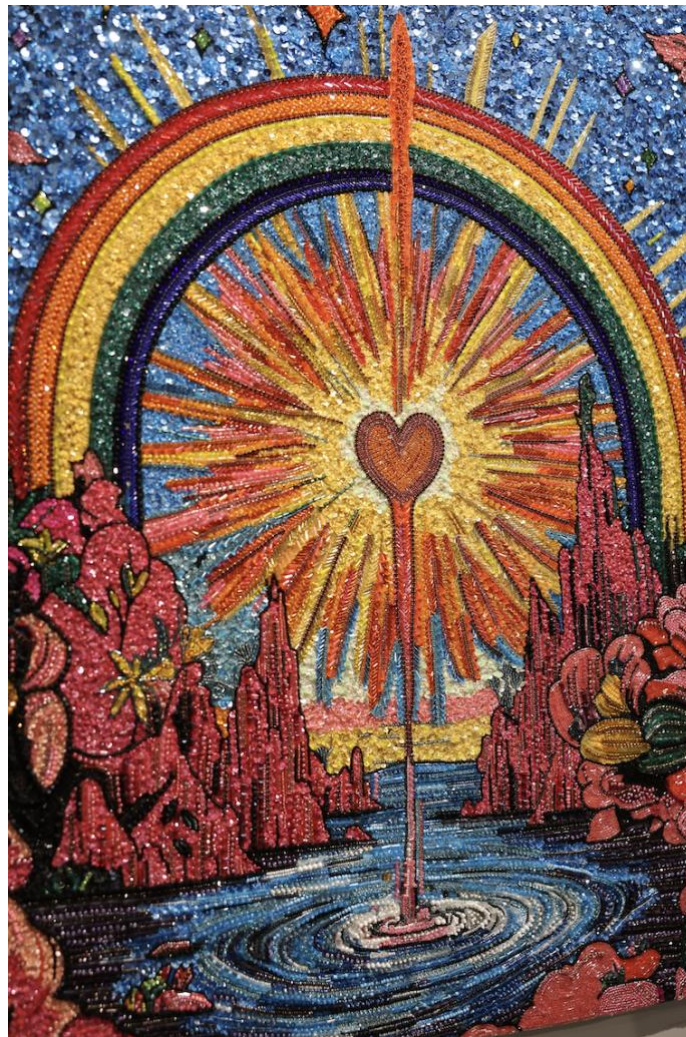
Rami Kadi's signature couture techniques are at the heart of *Highway to Heaven*, blending intricate embroidery, Swarovski crystals, French knots, raffia threads, and glass beads to create depth and radiance. The collection's perfect imperfections reflect the designer's passion for preserving the art of embroidery in a modern, imaginative form.



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“This collection is the most personal and liberating work I’ve ever done,” said Rami Kadi. “This collection became my escape during the difficult times of the war, when I couldn’t express myself through fashion. It channels my emotions and imagination into a world where I could express myself freely, happily, away from obligations and expectations.”



Highway to Heaven will remain on display at Belvedere Art Space following the launch. Collectors and art enthusiasts are invited to experience the collection in person.

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This debut marks a significant moment in Rami Kadi's career, as the celebrated fashion designer expands his artistic repertoire and reimagines the boundaries of craftsmanship and creativity.

About Rami Kadi

Rami Kadi is the Founder and Creative Director of Maison Rami Kadi, celebrated for his innovative approach to couture and meticulous craftsmanship. Known for his love of embroidery and shimmering details, Kadi has captivated an international audience with creations that weave tradition and modernity. With *Highway to Heaven*, Kadi brings his couture expertise into the world of art, blending bold imagination with his signature techniques to create a collection that resonates with elegance, originality, and joy.

