

MAISON RAMI KADI UNVEILS FW26/27 COUTURE COLLECTION

"BATAILLE DORÉE": A Couturier's Discovery of Western Craftsmanship, Gilded Tension, and the Handmade Gesture

Beirut, Lebanon - July 2, 2026 - Maison Rami Kadi unveils Bataille Dorée, its latest Fall/Winter 2026/27 couture collection, inspired by the craftsmanship traditions of the western world and the enduring beauty of handmade creation.

The collection began with Rami Kadi's fascination with the artistry behind western crafts. What first appeared as rustic tradition soon revealed a world of patience, structure, repetition, and intricate handwork. Kadi explains that those are themes that reminded him of why he fell in love with this world when he first started. "What fascinated me wasn't just the Western aesthetic itself," explains Kadi. "It was the patience and the extraordinary skill required to create something entirely by hand."

Rather than reproducing western iconography, Bataille Dorée translates its craftsmanship into a contemporary couture vocabulary. Elements such as crochet-inspired embroidery, pony hair applications, mixed textures, and rich artisanal finishes are woven throughout the collection, transforming the raw and artisanal into something sculptural, luminous, and refined.

The collection comprises 40 couture looks and is the most labor-intensive body of work the Maison has created to date. Months of atelier work gave rise to newly developed embroidery techniques, crochet-inspired motifs, and intricate surface treatments. Fringes are reimagined in multiple forms, from long beaded compositions to crystal, semi-precious stone, and metal interpretations, some developed as accessories in their own right.

The collection adopts an earthy palette inspired by western landscapes. Chocolate Brown and Warm Taupe establish a grounded foundation, softened by shades of Almond Buff, Oyster White, and Gray Green, while accents of Blackberry Wine introduce moments of depth and contrast. Together, the palette evokes weathered materials, open landscapes, and the quiet richness of handcrafted surfaces.

Texture plays a defining role throughout the collection. Pony hair applications, mixed materials, rustic finishes, and rich embroidery are worked into structured and fluid silhouettes, creating a contrast between natural tactility and couture control. The collection also introduces western-inspired custom accessories, including sculptural hoop earrings, custom rings, and western-inspired boots designed specifically for the looks. These items were crafted using the same fabrics, embroidery techniques, and materials

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found throughout the garments. Together, they create a cohesive couture universe in which every element shares the same handcrafted identity.

The collection was revealed through a campaign inspired by the atmosphere of the western frontier. Opening with a cinematic duel between two models, the film establishes the narrative behind *Bataille Dorée*, where handbags are carried like symbolic weapons before the focus shifts to the collection itself. Through dimmed lighting and carefully directed spotlights, the campaign highlights the embroidery, textures, and material contrasts that define each look, allowing the craftsmanship to take center stage.

The shoot culminates with the collection's sculpted bridal gown, flaunting a luminous white satin. Delicate crochet-inspired embroidery cascades asymmetrically across the silhouette, hand-embroidered with transparent Swarovski crystals and refined white threadwork. Flowing into a fully embroidered train and completed with a matching veil, the final look brings *Bataille Dorée* to an elegant close, celebrating the craftsmanship that defines the collection from beginning to end.

The full campaign is now available on Maison Rami Kadi's Instagram, while the complete FW26/27 couture collection can be explored on the Maison's official website at www.rami-kadi.com.

Credits

Videographer & Atelier Photographer [Nader Moussally](#)

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