

Maison Rami Kadi Unveils SS26 Couture Collection Elementa

Meise, Belgium – January 25, 2026. Maison Rami Kadi has unveiled its latest SS26 couture collection, Elementa, introducing a body of work that draws directly from the elemental forces of nature. Structured around fire, water, earth, wind, and life, the collection positions couture as a study in contrast between intensity and restraint, structure and fluidity, permanence and transformation.

Across 47 couture looks, the color palette moves fluidly between warm mineral tones, cool blues, airy neutrals, and vibrant greens, creating a visual rhythm that mirrors the continuous transitions of the natural world.

True to the Maison's signature, at the core of the collection is an embroidery language that functions as a visual composition for the pieces. Abstract motifs are constructed directly within the garments through layered techniques, using sequins, beads, crystals, mirrored details, metallic threads, silk, and raffia.

These materials are arranged into framed panels, divided by contrast piping, braided trims, and metallic cording. Rami Kadi, the Maison's Creative Director, explains that the surfaces of the dresses were conceived to read like abstract artworks applied to structural silhouettes.

The result is the impression of multiple compositions coexisting within a single look, while fringes, tassels, ruffles, and layered constructions introduce rhythm and movement. Rather than assigning each element to a single dress, the collection allows them to intersect — sometimes within one garment, sometimes across a sequence — reflecting “the way nature itself resists fixed boundaries,” as Kadi notes.

Beyond garments, the collection also introduces a series of sculptural couture bags, each inspired by a corresponding dress and conceived using the same couture techniques. Fully hand-embroidered with sequins, beads, crystals, pearls, metallic threads, and fringes, the designs incorporate cascading tassel elements that extend the collection's elemental palette, surface compositions, and sense of movement.

The collection was revealed through a photoshoot set within the glasshouse of Meise Botanical Garden. “We chose the Garden for its architectural clarity and natural luminosity,” comments Kadi. “It provides a counterpoint to the intricacy of the couture, giving the pieces space to interact with their surroundings.”

Surrounded by glass and greenery and bathed in filtered daylight, the glasshouse functioned as an extension of the collection's themes, centering on the dialogue between craftsmanship and nature. Reflections from metallic embroidery were amplified by the structure, while sheer layers and sculptural silhouettes appeared softened through diffused light.

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The creative direction of the shoot focused on restraint and precision. Styling was kept intentionally minimal, allowing texture, material, and movement to take precedence. The result was an atmosphere that felt immersive yet controlled, reinforcing the collection's balance between complexity and clarity.

The full photoshoot is now available on Maison Rami Kadi's Instagram, while the complete SS26 couture collection can be explored on the Maison's official website at www.rami-kadi.com.

Credits

Creative Agency karlnaval

Producer Roro Mroue

Photographer Editorial Karl Dagher

BTS video Larissy Leandro

Photographer LOOKBOOK Ryan Tandya

DOP Luke Glover

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