

EMILE RASSAM

Press Release.

Chotto Matte - A restaurant, a Culture, a Theater

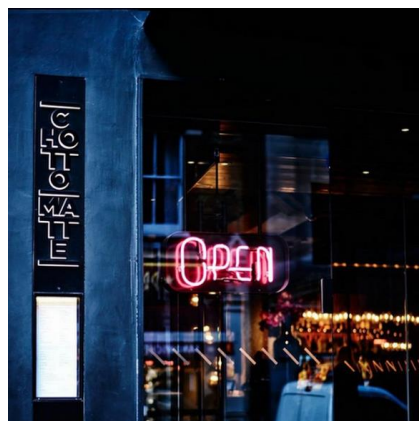
Hazmieh, January 06th, 2014.

The dining experience at Chotto Matte has been described as theater; an entire passionate performance.

Located on Frith Street in SoHo, London, a visit to Chotto Matte is a full, sensory experience in and of its own. From the unique cuisine (the plot of the story), to the mesmerizing interior (the set design of the stage) and the eye-catching attire (the EMILE RASSAM staff uniforms) it's truly like no other.

What sets Chotto Matte apart is the superiority of design and quality and the attention to detail. And it is the same core values that they found in their garment partner, EMILE RASSAM. In choosing EMILE RASSAM, Chotto Matte found a partner who shares the same philosophy and understanding of brand and identity, and found the perfect uniform designer who knew how to play its part in the theater they were creating.

With EMILE RASSAM Image Clothing partnering with Chotto Matte, the staff uniforms play an integral part of this performance. As the staff make their way around the floor, their pride and confidence become part of the culture of the brand and colors the experience of the guests in a truly memorable show.



<http://www.chotto-matte.com/>

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ABOUT EMILE RASSAM

At EMILE RASSAM it is a firm belief that a uniform is not just a working garment, it is an intimate part of the culture of the brand and as much an essential player as the architecture, the identity and the goals of a brand. When a uniform is designed and manufactured, every aspect of the brand is studied down and analyzed to its core and it is reflected in each stitch.

Emile Rassam

info@emilerassam.com

+961 (0)5. 451 732