

# EMILE RASSAM

Press Release.

## 'A SPIRIT TO SERVE' EMPOWERS US TOWARDS A GREATER GOOD

Hazmieh, June 1, 2016.

As we look back on 2015, one moment really stands out above all.

We began work with Kenneth Shore, GM of Marriott Kigali in Rwanda, a division of the hotel that will open in the coming few months. We wanted to reflect the local culture of the country in the dress code of the Marriot staff while complementing the style and colors of the interior. As development and design discussions progressed, Kenneth inspired us with his passion for the local community and his need to connect to the people of Kigali; to taste their food and learn their culture; to be with them and listen to their stories.

And then, something wonderful happened.

Kenneth opened the 'SPIRIT TO SERVE' initiative in order to support and empower the local community towards a greater good. The result spanned much further than anyone expected and the story of one local community project would touch the lives of many.

SPIRIT TO SERVE focuses on five global social issues that are important to us all: poverty alleviation, the environment, community workforce development, the wellbeing of children, and global diversity and inclusion. Launched in November 2015, SPIRIT TO SERVE'S first Kigali community service project brought together a group of dedicated volunteers who renovated a local orphanage for 88 children by repainting it with a new, colorful outlook. With the wellbeing of children at the central point, local artists and companies joined in and EMILE RASSAM is honored to have been a part of it all.

We provided all the volunteers and partners with high-quality polo t-shirts to mark the event and have since received photos and updates on the inspiring effect that this project has had on the community and beyond.

It was only a small gesture on our part, but it meant a lot to all of us. This might be the first step of 'SPIRIT TO SERVE' but we hope for many more to come.

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This year, we are filled with gratitude for our amazing team and the client relationships that allow us to connect to something bigger; something greater. Our uniform designs for Marriot Kigali ended up winning awards for design and sophisticated architecture.

We think this is because of the 'heart' behind our work.

Each and every member of our EMILE RASSAM community contributes to our heart and so, they contribute to our successes and we are grateful.

Happy New Year from our family to yours,

EMILE RASSAM team



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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.

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