

EMILE RASSAM

Press Release.

New fabrics' range

Hazmieh, Sep. 28th, 2015

In a time when progress is happening at an unprecedented rate, EMILE RASSAM strives to not only keep up with this rapid change, but to also lead the way in the textile industry.

After years of extensive research and development, EMILE RASSAM proudly unveils a revolutionary new collection, the most advanced technology that the textile industry has to offer.

The first of these textiles is the Spa-X[®], a crepe textile unlike any other in the market. Described as beautiful and comfortable to wear, the product is a superior micro-twill weave with mechanical stretch characteristics. It is made of twisted yarns, treated with advanced finishes that allow moisture control and breathability. The fluidity, supreme softness and color palette bring glamour into spas and eliminate the steamy feel.

The second product is a series of three carefully crafted and engineered double twisted 100's yarn in 80/20 cotton polyester blend shirting, the P700[®], T800[®] and S900[®]. They are made of 80% natural cotton for a cool body temperature with 20% of polyester for durability and strength in a balanced weight to avoid see-through. These three new products give new dimensions to EMILE RASSAM shirts, providing great performance, superior construction and finish.

The third textile is the Hightwist[®]. This new product with its strong construction creates for a long lasting style and class for hospitality and corporate wear. This bold fabric provides a garment of unfamiliar texture and a very bold look. Available in six dual tone colors: Midnight blue, Indigo, Taupe, Space Grey, Desert Rose, Sand in addition to solid Black and Navy blue.

This product allows for amazingly smart fitted single or double breasted jackets.

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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