

# EMILE RASSAM

Press Release.

## FOUR SEASONS HOTELS & RESORTS

Hazmieh, September 16th, 2014.

For over fifty years in the world of hospitality, the name Four Seasons is synonymous with luxury and sophistication.

At the core of the Four Seasons belief system is one main truth: “the greatest asset and the key to success is the people that make up the institution.”

Four Seasons believes in taking care of their staff first. With that simple philosophy, they instill a sense of pride and dignity in a job well done.

Isadore Sharp, Founder and Chairman, describes it simply when he says, “It’s the Golden Rule – the simple idea that if you treat people well, the way you would like to be treated, they will do the same.”

EMILE RASSAM shares this core belief and designs custom uniforms with the goal to instill confidence in each person who wears them and pride in the job that they do. With an experience of over sixty years, and stretching throughout the MENA region, Four Seasons knew that EMILE RASSAM is the ideal partner for their brand philosophy.

In this collaboration, EMILE RASSAM and Four Seasons complement each other not only in philosophy but also in design quality and a quest for luxury.

“By adding Emile Rassam to the Four Seasons' portfolio of approved uniform designers, we're ensuring our properties work with partners that not only embody our design philosophy, but partners who can translate the unique beauty of our properties into their designs,” Isabelle Mukerjee, Director of Procurement at Four Seasons Hotels & Resorts commented on Four Season’s collaboration with EMILE RASSAM.



**FOUR SEASONS**  
*Hotels and Resorts*

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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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