

EMILE RASSAM

Press Release.

THE LEGACY OF EMILE RASSAM

Hazmieh, June 28, 2016.

The name of EMILE RASSAM has been leading the image clothing industry in the region for over sixty years. Founded in 1960 by the late Emile Rassam, the company still carries with it today the values and dedication instilled by its founding father. With the Rassam family still at the helm, the company has grown and gone from strength to strength over the years, partnering with the biggest name in the hospitality world, not only in the MENA region, but internationally as well. EMILE RASSAM has garnered a reputation for quality and creativity, collecting numerous awards over the years.

Hospitality News Middle East sat down with Mr. Elie Rassam, CEP of EMILE RASSAM HOLDING to get his take on the latest trends in the industry.

What does a uniform say about the person that wears it and the establishment they belong to?

First impressions lie at the heart of how others judge you, speak of you and remember you. By crafting a consistent and carefully controlled first impression through the use of a uniform, you gain greater control over your public image and the positioning of your brand.

Should uniforms follow fashion or functionality?

This really depends on the job of the individual wearing it. Safety, functionality and durability are the key elements for industrial roles, whereas sales or F&B services would certainly follow fashion first, however the element of functionality should not be forgotten.

When designing a uniform, what are the golden rules?

There are 4 basic rules. The first rule is to understand the brand's position or the message that the uniform needs to give to the public. The second rule is to know your market and understand what works. The third rule is to identify who will wear the uniform. And the final rule is to be familiar with the roles of the individuals wearing the uniforms.

What should be avoided when designing a uniform?

This is very subjective and varies from one person to another. However, here are the top three, avoid over branding – unless of course you are DHL or McDonalds - often a huge mistake is made where there is overuse of branding or details, leaving the person wearing it looking like a walking billboard. Avoid being too fashionable - trends change from one season to the next and very soon your

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super trendy uniform is out of fashion. And while it is important that your team feels good in their uniform, you have to know how to be selective with feedback, suggestions and requests.

In the hospitality industry what is the most challenging aspect of designing a uniform?

This very much varies by market, but overall the most challenging aspect is being able to convince the clients to be different, not follow what they see others doing and discover what will make them stand out.

What is the latest trend in design, material and color for the hospitality industry?

I cannot say there is a particular trend, but overall the silhouette plays an important role, with fabrics that are durable, kind to the associate wearing them and finally reflect, but not mirror, the environment they will be worn in.

Tell us about EMILE RASSAM and what your future plans are.

It is an exciting time for EMILE RASSAM at the moment. The opening of the Riyadh office means we are now located in four countries, Lebanon, UAE, Kuwait and KSA. Early 2014, we will be moving to a new much larger facility in Dubai which will enhance our support to our clients in the UAE. Our new website will launch in January, and we have developed a new range of footwear that will also be available in January.

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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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