

EMILE RASSAM

Press Release.

“Heaven on Earth,” is how actress Kate Winslet describes her experience at a Nobu Restaurant & Hotel.

Hazmieh, June 28, 2016.

The world famous Nobu brand is the jewel of the collaboration between the renowned chef Nobuyuki Matsuhisa, and the legendary actor Robert De Niro.

This creative collaboration, between two successful legends in their own right, grew the brand into an international phenomenon and a paragon of fine dining. Together they took the dining experience to new levels, setting new high standards and leading the industry. And as a next step in their venture, they developed the same spirit into the hospitality industry.

It is within this world of creativity and excellence that they chose to partner with EMILE RASSAM for their first venture in the MENA region: The Nobu Riyadh Hotel.

With this in mind, EMILE RASSAM drew inspiration from the iconic Japanese cherry blossom, fitting each staff member to ensure sophistication coupled with the integrity of the “Nobu” name. The uniforms are inspired by the history of Japan but portray the modern Nobu spirit of innovation and taste.

EMILE RASSAM’S partnership with the new Nobu Riyadh Hotel promises to personalize the guest experience in the region with every bit of magic as the chef himself, bringing “heaven on Earth” right to Riyadh.



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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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