

An invitation *to a new chapter.*

Three thoughtful ways to welcome guests to
the opening of Antati's new laboratory.

Invitation directions
September 2026



A thoughtful welcome, *in every format.*

01

The founder's letter

A complete personal invitation in one image. Immediate, familiar and easy to forward.

02

The interactive invitation

A warm opening unfolds into the founder's message, event details and WhatsApp RSVP.

03

A welcome in two parts

An expressive sculptural image in the chat, followed by a quiet, complete letter as a PNG document.

A personal letter. *A quiet presence.*

1A / Upper-right olive shadow

The complete message sits on a warm ivory wall.
The shadow stays at the edge, keeping the
reading area calm.

Date, time and location are clearly emphasised.
Original bilingual logo and supplied brand
typography.

أَنْتِ ANTATI

Dear [Title & Name],

It is our pleasure to invite you on
Monday, 12 October 2026, to the official
opening of Antati's new 1,000 sqm laboratory
in Aley, marking an important milestone in
our journey and our continued investment
in Lebanon.

At a time when Lebanon continues to navigate
uncertainty and regional tensions, we remain
committed to building, investing and creating
opportunities at home.

*We would be honoured to have you join us
in celebrating this important milestone.*

Monday, 12 October 2026

6:00–9:00 PM

**Antati Laboratory
Aley Main Road, Lebanon**

Kindly RSVP by 8 October 2026
Reply to us on WhatsApp.

We look forward to welcoming you.

Toufic Braidī
Founder & CEO, Antati

The original *olive letter.*

1B / All-over olive shadow

A broader wash of olive shadows creates the original atmospheric treatment. The full invitation remains in one familiar image.

Both primary statics are sent as normal WhatsApp images. Personalise the salutation before distribution.

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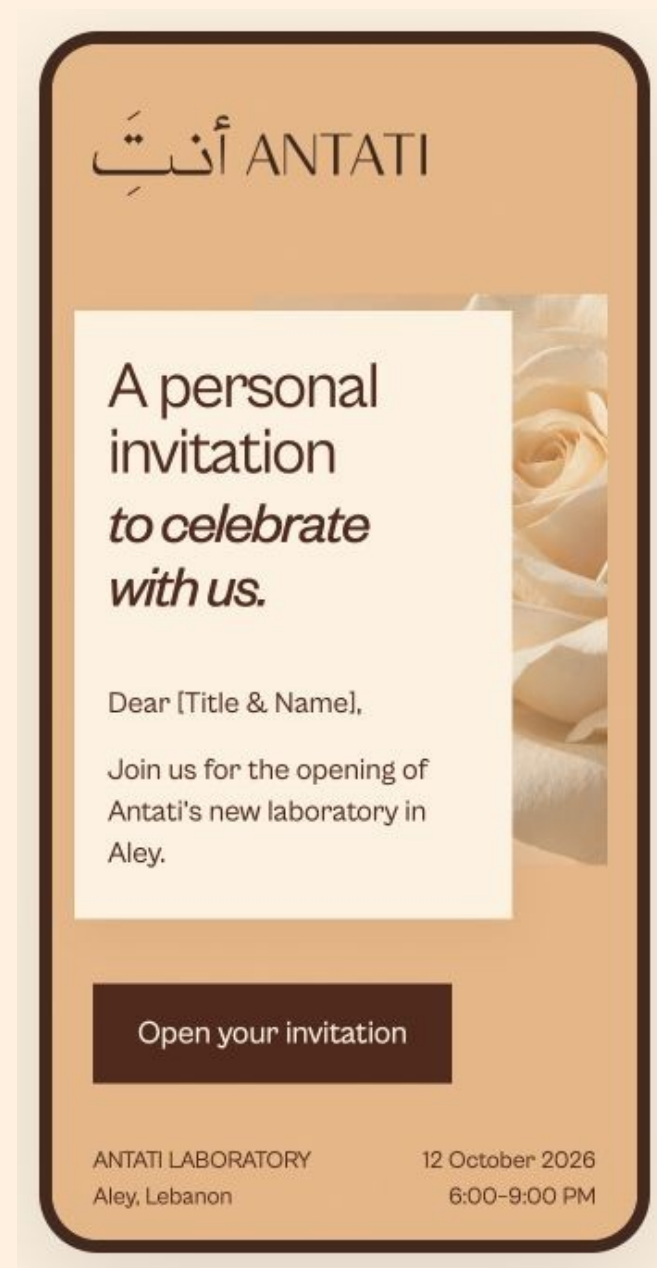
A welcome *that unfolds.*

Open link / Read and explore / RSVP

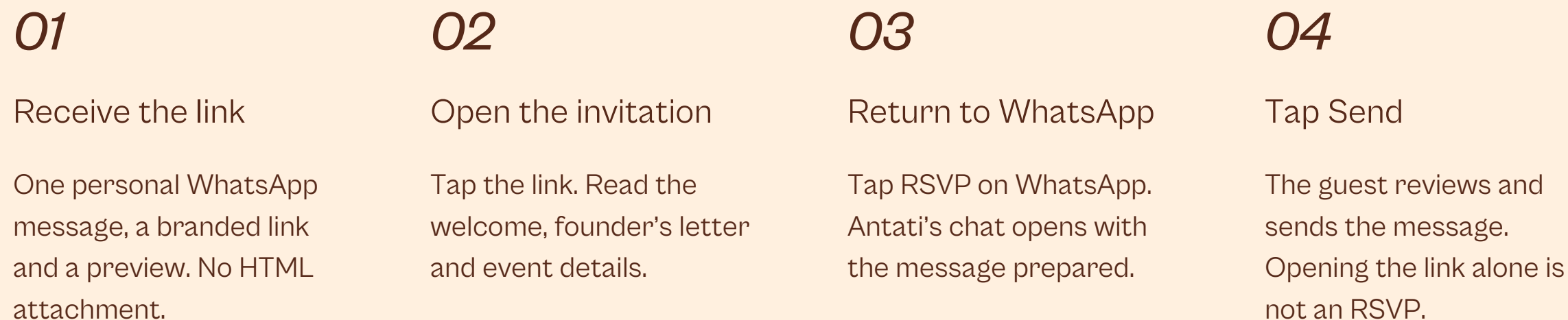
Soft petals, olive wood and a faint mineral texture carry the sensory story through the invitation.

Rose opening shown for review. The alternate image is in the appendix; the rest of the experience is unchanged.

Public HTTPS hosting and real-device WhatsApp checks are required before sending. WhatsApp RSVP is prepared; the receiving number and device checks are pending.



A personal welcome. *An easy reply.*



No email setup, form or automatic sending. Antati's team records replies in WhatsApp. A device may show an "Open WhatsApp" confirmation.

We would love
to welcome you.

*Hello Antati, I'd love to attend the opening of your new laboratory in
Aley on Monday, 12 October 2026. Thank you for the invitation.*

Button: RSVP on WhatsApp

Deadline: 8 October 2026

Guest action: review the prepared text and tap Send.

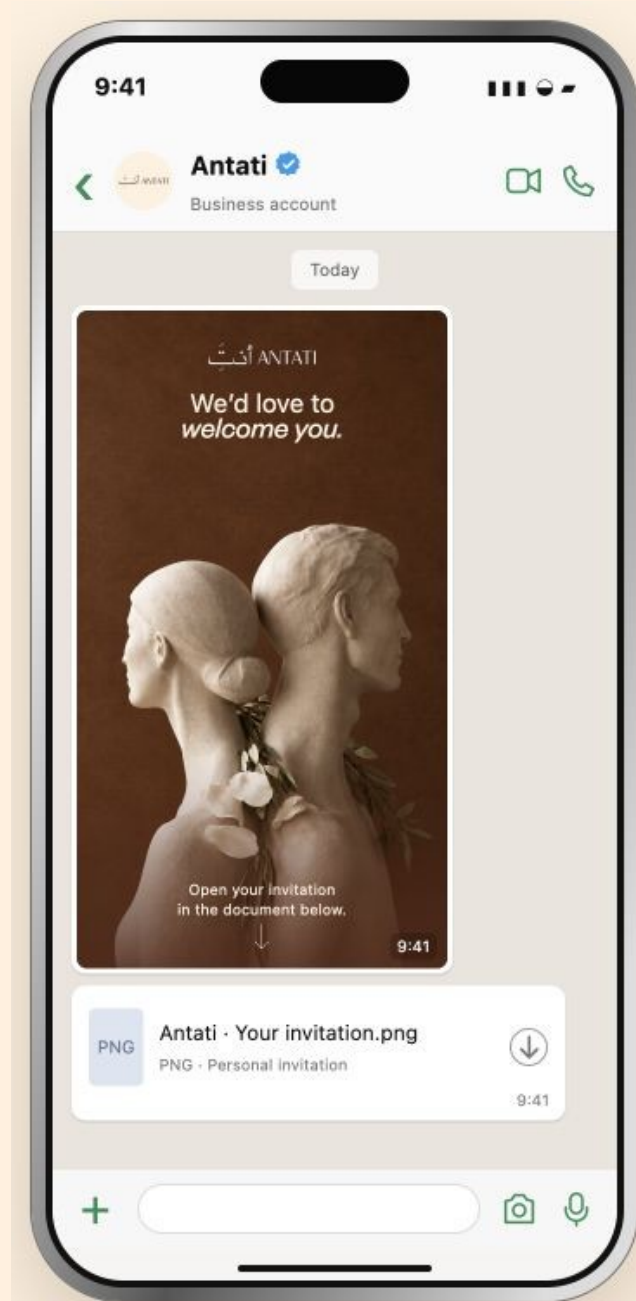
Before launch: add Antati's receiving number, publish the invitation and test iPhone / Android handoff. This uses WhatsApp's established click-to-chat feature.

First, a feeling. *Then, the invitation.*

The sculpture image arrives first, with a short instruction to open the document below.

The next message is the complete invitation, attached as a PNG document. This separates visual expression from reading.

Illustrative iPhone / WhatsApp mockup. Badge shown for concept only; Antati's verification status is unconfirmed. Interface may vary by version.



A restrained *personal letter.*

One reading column. No inset images. A subtle olive shadow and clear event details.

The invitation and founder's message are retained. Guests now reply on WhatsApp to confirm attendance.

PNG document / 1080 × 1920

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Care expressed *through form.*

A human invitation

Warm, direct language makes the welcome personal. Clear instructions explain the next step without interrupting the mood.

A tactile world

Matte stone, olive wood, glass and soft light follow the brand's material vocabulary. Sculpture adds an expressive facial-care motif.

A restrained identity

Cabinet Grotesk and the supplied Founders italic. Original bilingual logo, generous clear space and warm brown, sand and ivory.

Flowers express softness and care; they are not product ingredient claims. The architecture is conceptual, not a photograph of the actual laboratory.

Other ways to tell the story.

أنتِ ANTATI

The official opening

Antati Laboratory, Aley

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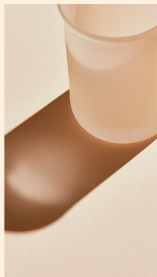
Antati Laboratory · Aley Main Road, Lebanon

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Toufic Braidī

Founder & CEO, Antati



2 / Material and Light

Translucent glass and warm laboratory light.

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A new chapter
in Aley

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3 / A New Chapter in Aley

A quiet, conceptual architectural setting.

Two opening images. One experience.



A / Fresh ivory rose

Gentle, fresh petals
and warm sand light.



B / Ivory blossoms

Richer Date Brown
contrast and ivory
flowers.

Only the opening image changes. The message, typography, navigation and RSVP remain the same.

One motif, three settings.



A / Warm ivory



B / Desert Sand



C / Date Brown

Ready for the next step.

Static: personalise and proof.

HTML: select the opening image, add the RSVP number, host publicly and test on phones.

Two messages: send the teaser as an image, then the invitation as a PNG document.

References informing the work

Antati supplied brand book

Matte natural materials, calm composition, soft light and warm, precise language.

LOEWE / Karl Blossfeldt

Botanical form as a distinctive sensory language.

Filippo Tincolini / Flowered Soul

Sculptural human form and botanical ornament.

Apple / iPhone 18 Pro; WhatsApp Help Center

Device and verified-business context for the illustrative delivery mockup.