

An invitation *to a new chapter.*

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



A thoughtful *welcome.*

01 The founder's letter

A complete, personal invitation sent as a normal WhatsApp image.

02 The interactive invitation

A hosted link opens the invitation. Guests return to WhatsApp to RSVP.

03 A welcome in two parts

An expressive sculpture image followed by a restrained letter as a PNG document.

1A / The founder's letter

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 Braidì

Founder & CEO, Antati

1B / The original olive letter

أَنْتِ ANTATI

An invitation *to a new chapter*

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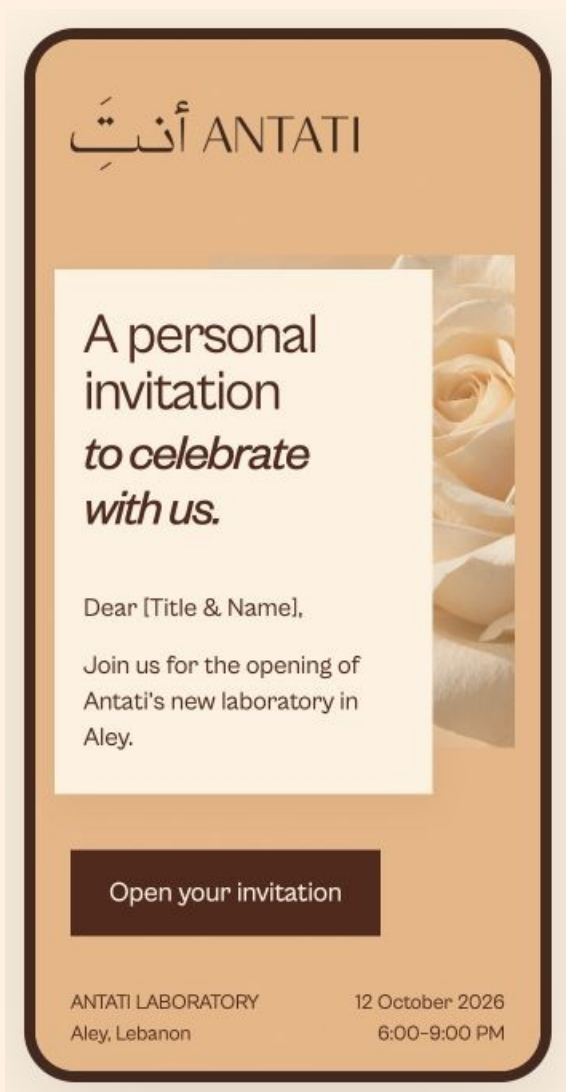
We look forward to welcoming you.

Toufic Braidı

Founder & CEO, Antati

A welcome *that unfolds.*

One personal WhatsApp message contains the branded invitation link. No HTML file attachment or guest login.



Opening image still to be selected.

From a welcome *to a confirmation.*

1 Receive the link

A personal WhatsApp message introduces the event and includes the invitation link.

2 Open and read

Tap the link to open the mobile invitation and read the event details.

3 Return to WhatsApp

Tap RSVP on WhatsApp. Antati's chat opens with a prepared message.

4 Review and send

Tap Send to confirm attendance. Opening the link alone is not a confirmation.

A warm reply,
ready to send.

*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

Please reply by 8 October 2026.

Guests can edit the message before sending.

Antati's team records their replies in WhatsApp. No email account or booking system is required.

Simple setup. *A clear handoff.*

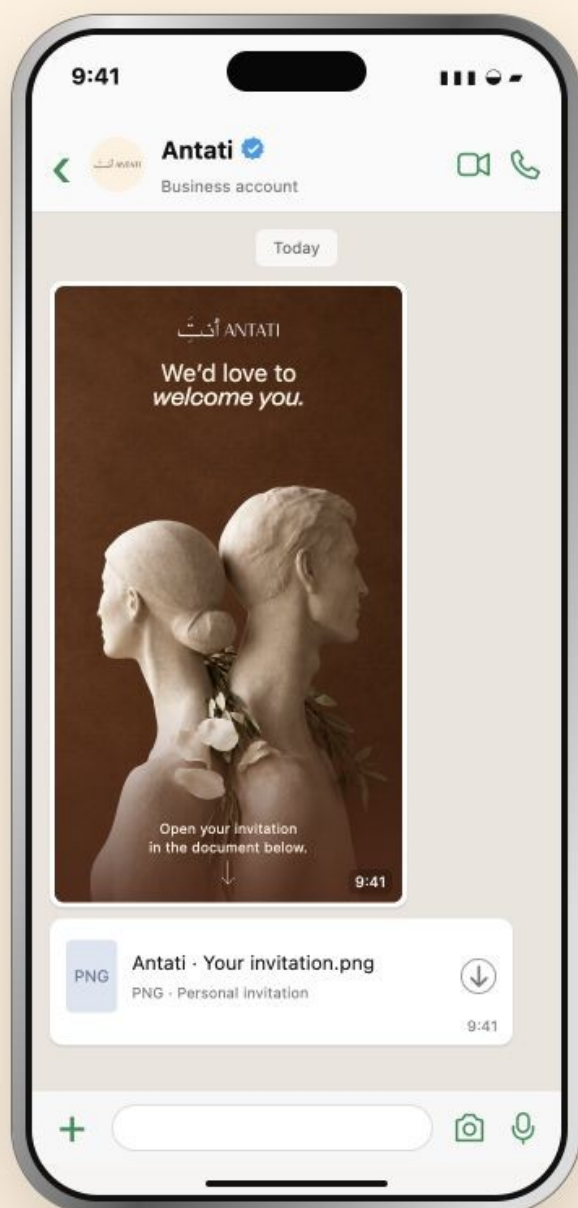
1. Add Antati's receiving WhatsApp number.
2. Publish the invitation at a public HTTPS address.
3. Check the full journey on iPhone and Android, including returning to WhatsApp and the prepared message.

This uses WhatsApp's established click-to-chat feature. Some devices may ask the guest to confirm "Open WhatsApp". Desktop users may use WhatsApp Web or the desktop app.

Current review: number pending; RSVP shows a preview and sends nothing.

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

The sculptural teaser carries the decoration.
The second message is a quiet, complete letter.



A restrained personal letter

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Toufic Braidì
Founder & CEO, Antati

Care expressed *through form.*

A human invitation

Warm, direct language and clear next steps.

A tactile world

Matte stone, olive wood, glass and soft light follow Antati's material vocabulary. Sculpture connects the motif to facial care.

A restrained identity

Original bilingual logo. Cabinet Grotesk and the supplied Founders italic. Warm brown, sand and ivory.

2 / Material and Light

أَنْتِ ANTATI

The official opening

*Antati Laboratory,
Aley*

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Founder & CEO, Antati



3 / A New Chapter in Aley

أَنْتِ ANTATI

A new chapter *in Aley*

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Two images. *One experience.*



A / Fresh ivory rose

Soft, fresh petals and
warm sand light.



B / Ivory blossoms

Ivory flowers against rich
Date Brown.

Only the opening image changes.

Three settings, one motif.



A / Warm ivory



B / Desert Sand



C / Date Brown

Ready for *the next step.*

Static

Personalise and proof. Guests reply in the WhatsApp chat.

Interactive

Add the RSVP number, publish and test the link on phones.

Two messages

Send the teaser as an image, followed immediately by the letter as a PNG document.

Phone mockup and badge are illustrative. Antati's verification status is unconfirmed. Floral motifs are not ingredient claims; architecture is conceptual.

The thinking *behind the work.*

Antati brand book

Warm, precise language; matte natural materials; soft light and calm composition.

LOEWE / Karl Blossfeldt

Botanical form as a sensory language.

Filippo Tincolini

Human sculpture with botanical ornament.

WhatsApp / Click to chat

Supported links with prepared messages. Guests tap Send themselves.