



SEP AMBASSADORS IN MILAN

Enjoy a stroll with our
SEP Ambassadors in
downtown Milan



bringing al quds and milan together

Organic cotton, hand-embroidered: feel the embrace of the SEP Artist

The Al Quds pattern is inspired by a detail on the minbar in the Al Aqsa Mosque in Jerusalem (=Al Quds in Arabic)

Piazza Duomo, Milan

thousands of years of heritage: the SEP embroidered hoodie, unmatched luxury

Three base colors,
5 embroidery
combinations,
available in store
only: Milan, Berlin,
Geneva and
Amman



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My style is what I want to communicate via what I wear; for me it is essential to have my own style, rather than copy others, as that is how I affirm my identity as well as my unique creativity.

Being well dressed gives me satisfaction. The SEP hoodie makes me feel like I am truly myself, I love all the colors and patterns, but I chose to wear offwhite with blue&green AL QUDS pattern - above all I love the story behind this brand.

SEP

#DEA, SEENINSEP 07/09/23



Mercatino del giovedì
Near Piazza Diaz

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I love this market near Duomo, I
always find nice pre-loved pieces.

#ALICE, SEENINSEP 07/09/23



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I felt comfy while donning the SEP hoodie, which gave
me a sense of relaxation. It proved to be a stylish choice
throughout the entire workday.

#MATHIEU, SEENINSEP 07/09/23



**making a
difference
is the best way
to be different**



true luxury is a meaningful lifestyle

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My style is casual, but I adapt according to situations. When I wear the SEP hoodie I feel the comfortable fit and cotton and I wish I could wear it every day!

#ANTONIO LE PIANE , SEENINSEP 07/09/23



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Carouge

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Geneva

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