

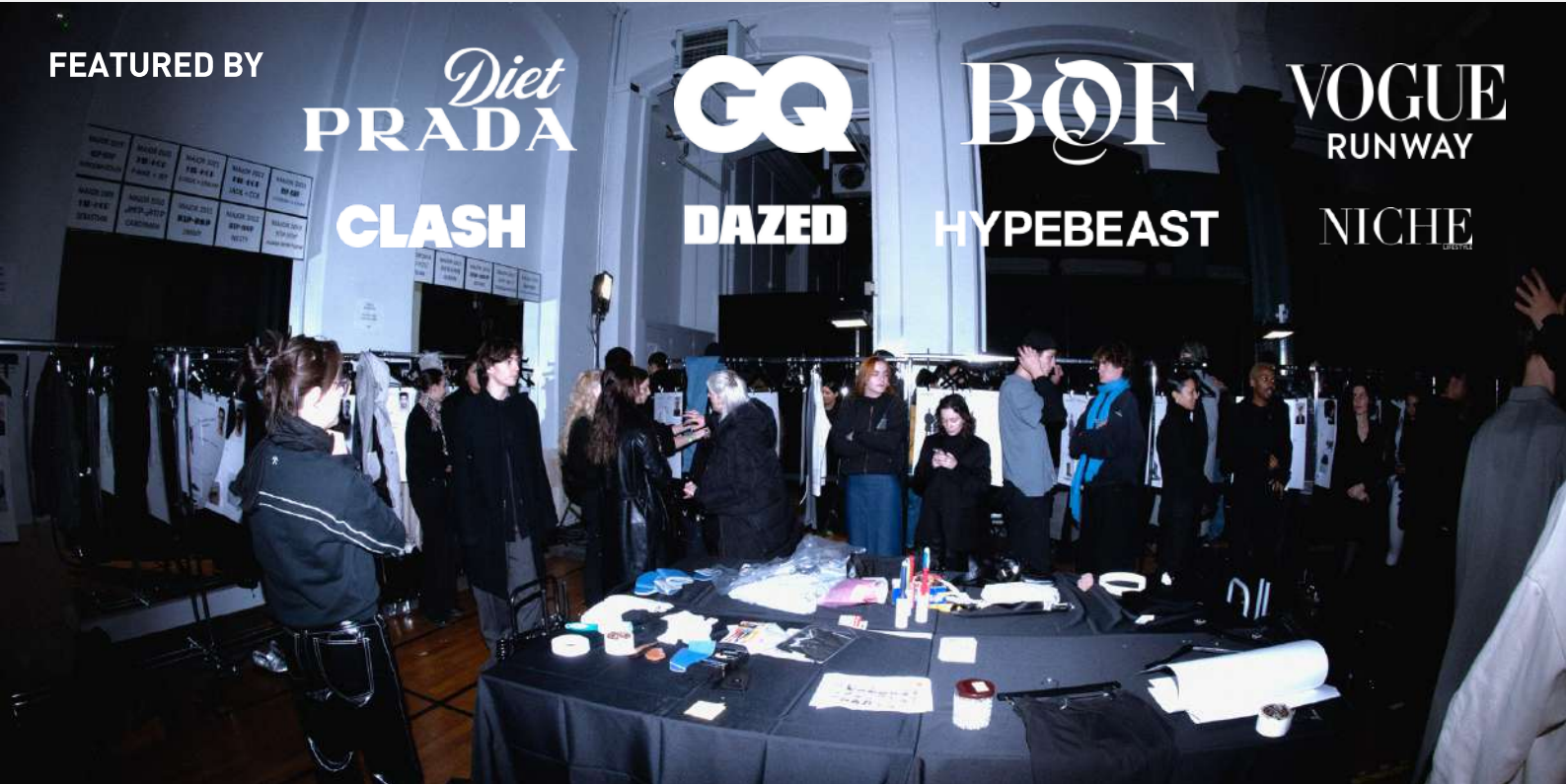
GmbH WINTER SPRING 2024 PARIS FASHION SHOW

“UNTITLED NATIONS”

FEATURING

SEP





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“GmbH closed Paris Men’s Fashion Week with a powerful message for peace in Palestine”

DAZED

23 January 2024
DAZED Fashion journalist,
Emma Elizabeth Davidson

“We have called for a ceasefire now, release of all hostages, a free Palestine, and an end to the occupation. All demands we think should be uncontroversial.”

GmbH designers Benjamin Huseby and Serhat Isik



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SEP

“UNTITLED NATIONS”

SEP'S HAND EMBROIDERED MAY KEFFIYEH WERE REWORKED INTO STYLISH BOXY TAILORED JACKETS



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Back in Paris after a hiatus of a few seasons, Benjamin Alexander Huseby and Serhar Isik went utterly personal at GmbH, in a Palestinian-inspired collection that was a clear reaction to the war and wider Islamophobia that has gripped much of the western world. Introduced with a heartfelt speech by the designers, this was an outing full of gravitas and heavily redolent, in the best of ways, of Miguel Adrover's wonderful take on Middle Eastern references. There was an elegance that wove through the round cuts, the keffiyehs, the somberness and the seduction: a reminder that beauty can be a saviour.

Angelo Flaccavento, BOF

”



YOU ARE WHAT YOU WEAR

“THE KEFFIYEHS, SIMPLY WORN OR MADE INTO GMBH COUTURE TAILORING, WERE PROVIDED BY SEP. EVERY PIECE IS DESIGNED IN ITALY, HAND-EMBROIDERED IN JERASH CAMP”



WHAT STORY ARE YOU WEARING?

making a difference is the best way to be different



SEP GENEVA

31 rue Vautier
Carouge

SEP Confederation Centre

Geneva

SEP BERLIN

59 Choriner Strasse
Berlin

SEP MILAN

7 Via dell'Unione
Milan

SEP Swifieh Village

Amman



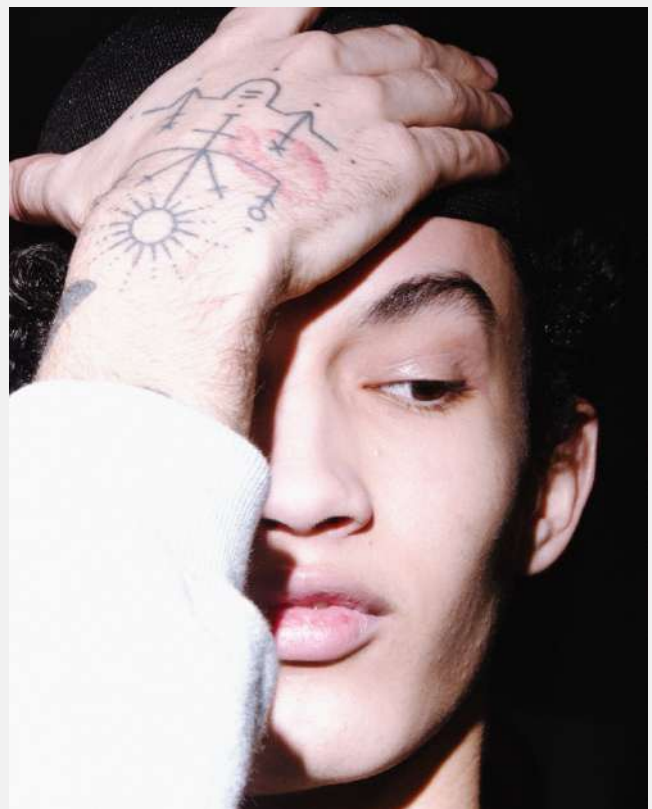
www.septhebrand.com



info@sepjordan.com



@septhebrand



A photograph of two models wearing traditional Middle Eastern or North African clothing. The model on the left is wearing a red and white patterned jacket with a white tassel. The model on the right is wearing a green and white patterned jacket with a green tassel. Both are wearing black head coverings. The background is a plain, light-colored wall.

**THANK YOU FOR SEPPING
AND FOR YOUR SUPPORT
DURING AND AFTER PARIS
FASHION WEEK!**