




S
E
P

J O R D A N

HOME AND LIFESTYLE COLLECTION



SEP hand-embroidered accessories blend hallmarks of premium Middle Eastern craftsmanship with high quality. SEP creations are one-of-a-kind, distinguished by their hand-embroidery, geometric patterns and sophisticated style.



Every stitch tells a story

Each piece is hand embroidered by a single talented artist. Women who continue the time-honoured, cross-stitch technique that has been passed down from generation to generation are the artists who are passionately stitching the unique pieces that make up the SEP range.

Our promise: mutual happiness

We provide fortunate consumers access to beautiful, bespoke and elegant fashion accessories. Together with our customer, we empower less fortunate women who have the skills to create beautiful works of art, with professional, personal and economic stability.

Influenced by Islamic and Moorish culture, each stitch tells a magical story about the talented artist behind it: SEP is committed to empowering women refugees who master the unique skill to create beautiful works of art, with professional, personal and economic stability.

Materials:

We choose to work predominantly with linen and cashmere. Both are precious natural fabrics, which we feel are ideal to enhance the value of the SEP needlework. Hand embroidering on cashmere is not a common practice: very few artists world-wide master this skill – this makes our embroidered throws even more unique.

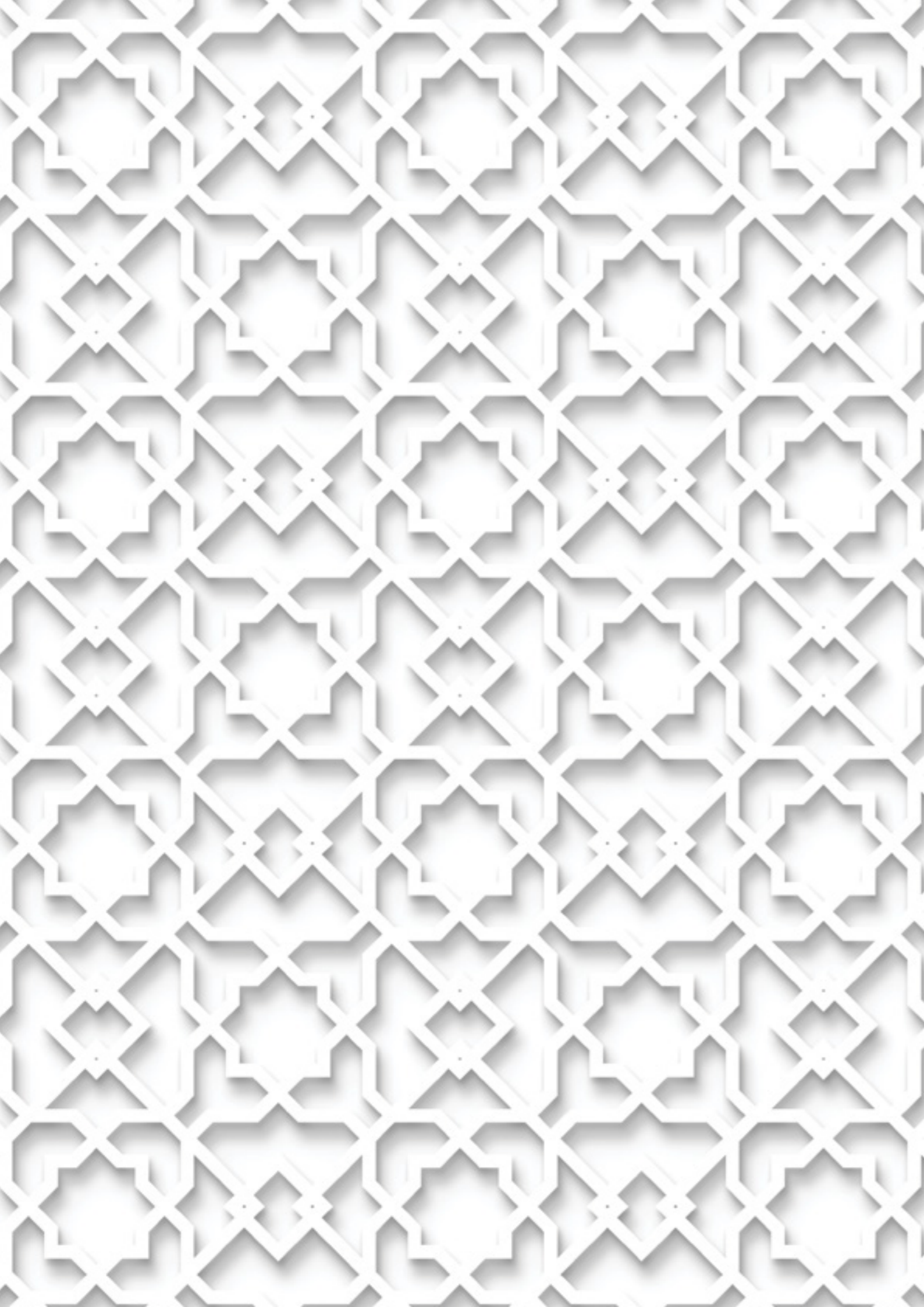
Concept:

We picked five blockbuster patterns for our living, table, bed, bath linen collections.

Poppy, Alhambra®, Koutubia®, Putrajaya® and Sultan Han®.

Poppy is a traditional and more rustic pattern we see fitting to a contemporary kitchen, against a more casual setting. Alhambra®, Koutubia®, Putrajaya® and Sultan Han® have been designed by SEP, inspired by ancient Islamic art: elegant and perfect lines, adding a statement in living, table and bath areas.





ALHAMBRA®

The SEP Alhambra® Home Collection marries the great Middle-Eastern embroidery tradition with a pattern inspired by one of the most beautiful monuments in Europe, the Alhambra Palace in Granada.

Carefully designed, intricately hand-embroidered on the soft sumptuousness of linen, we bring you a piece of Palestine via Andalucía. Ethical and beautiful, unique and precious statement.



TABLECLOTH

180x350, 180x280

White linen fabric,
gray & green embroidery
Can be customised

100% Washed Linen







CASHMERE THROW

160x115

Nebbia Gray fabric,
burgundy & gray embroidery
Can be customised

100% Cashmere



CUSHION

45x45

Gray natural fabric,
gray & burgundy embroidery
Can be customised

100% Polyester

DUVET COVER

140x200, 250x200

Antique rose linen fabric, lavender &
gray & cream embroidery
Can be customised

100% Washed Linen





BATH TOWELS

60x100, 100x140

Navy blue linen fabric,
cream & gray embroidery
Can be customised

100% Waffle Linen

BATH TOWELS

60x100, 100x160, 110x180

Natural linen fabric, pink orange
and yellow embroidery
Can be customised

100% Washed Linen



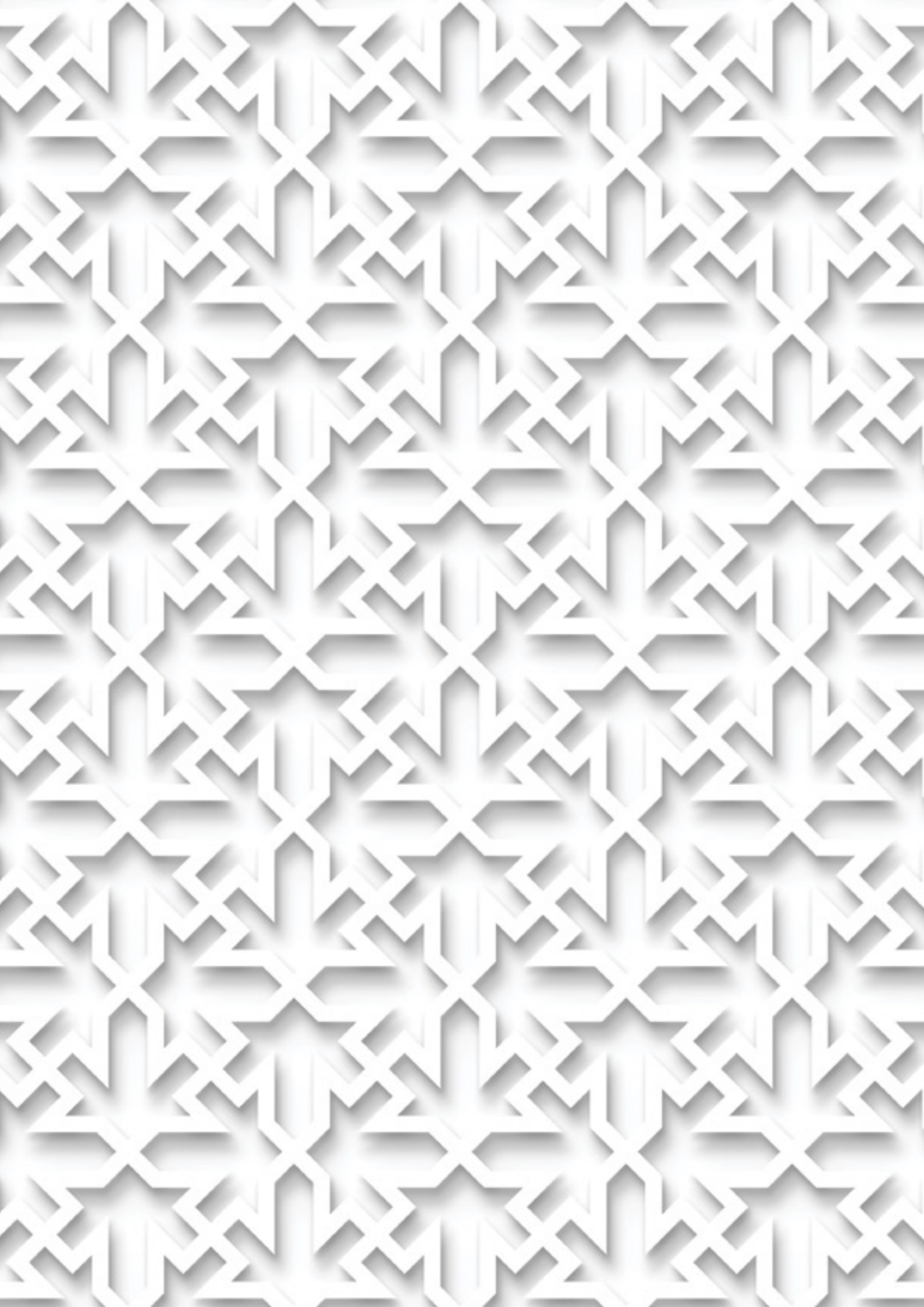
SOFT ZIP CLUTCH

27x17

Koutubia® Pattern
Can be customised

100% Washed Linen





SULTAN HAN®

The Sultan Han® pattern is thought to have first appeared in the Sultan Han caravanserai in Sultanhanı, Turkey (1229). SEP's Sultan Han® pattern draws inspiration from this ancient, yet incredibly modern shape, originally used in architecture. To our knowledge, ours is the first attempt to interpret classic Islamic geometry masterpieces by the means of hand-embroidery.

The bold graphic lines will add a touch of elegance, balance and serenity to your living area, bedroom and bath area.



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CUSHION

45x45

Gray natural fabric,
navy blue embroidery
Can be customised
100% Polyester

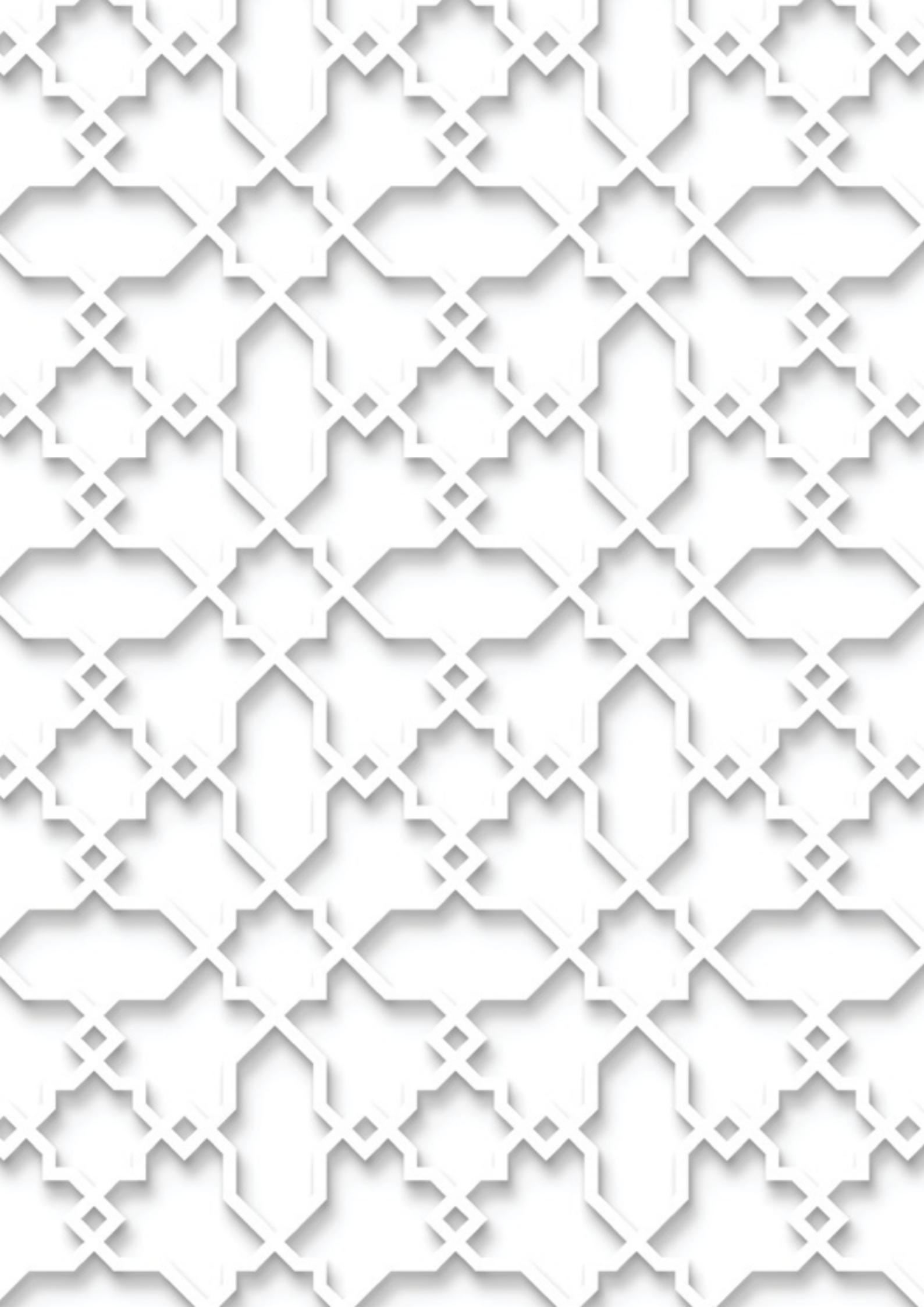
DUVET COVER

140x200, 250x200

Natural linen fabric,
navy blue embroidery
Can be customised
100% Linen



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KOUTUBIA®

The Kutubiyya minbar was ordered in Córdoba in 1137 for the congregational mosque in Marrakesh. Each of the triangular sides of the Kutubiyya minbar is decorated with a geometric pattern of intersecting bands, which outline a design of irregular polygons of four different shapes: two sizes of eight-pointed star, known as khatam, or «seal [of Solomon]»; an elongated hexagon with triangular projections on the long sides, known as mitraqa, or «hammer»; and an irregular Y-shaped, six-pointed star, known as difda'a—and colloquially in Morocco as jarana, or «frog.» Enjoy the SEP interpretation on our cushions, canvas bags, zipper bags.



CUSHION

45x45

Gray natural fabric,
navy blue embroidery
Can be customised

100% Polyester

CANVAS BAG

45x30x14

Military green canvas,
coral embroidery
Can be customised

100% Cotton

'MAY' KUFFYIEH

122x122

Mixed colors

Cotton/polyester





CUSHION

45x45

Gray natural fabric,
navy blue embroidery
Can be customised

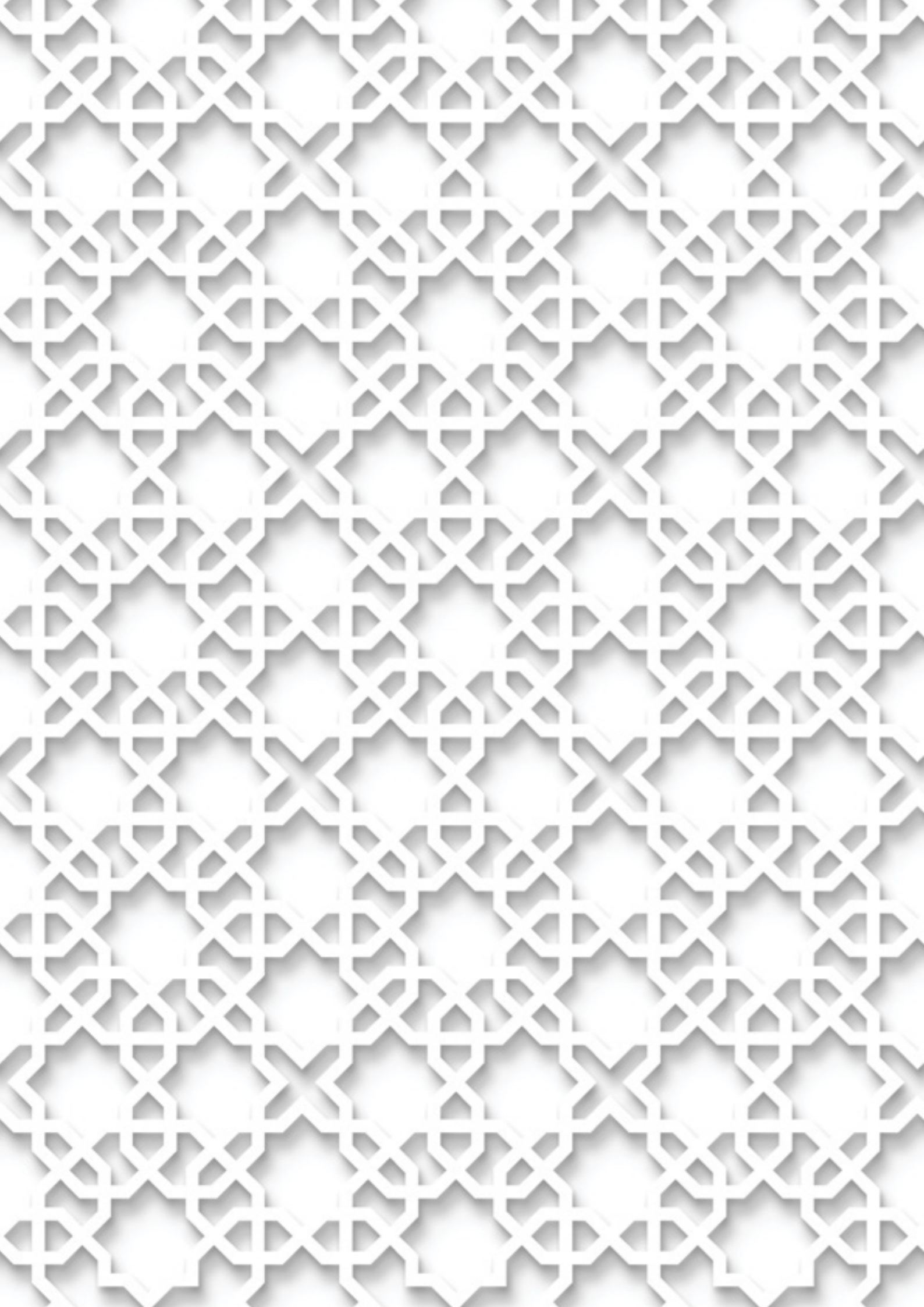
100% Polyester

CASHMERE SHAWL

60x180

Alhambra® pattern. Gray or beige
cashmere, tonal embroidery
Can be customised

100% Cashmere



PUTRAJAIA®

Inspired by a geometric pattern seen on a building in Putrajaya, Malaysia. We love how the circular lines intersect with straight lines in great harmony. The SEP creative team takes pride in selecting the colour combinations which best suits our customers' requirements.

The five-star 'Landmark Hotel' in Amman has recently commissioned a bespoke SEP collection of unique, hand-embroidered wall-art, featuring the Putrajajaia® pattern.



CUSHION

45x45

Gray natural fabric,
navy blue embroidery
Can be customised

100% Polyester

POPPY CUSHION

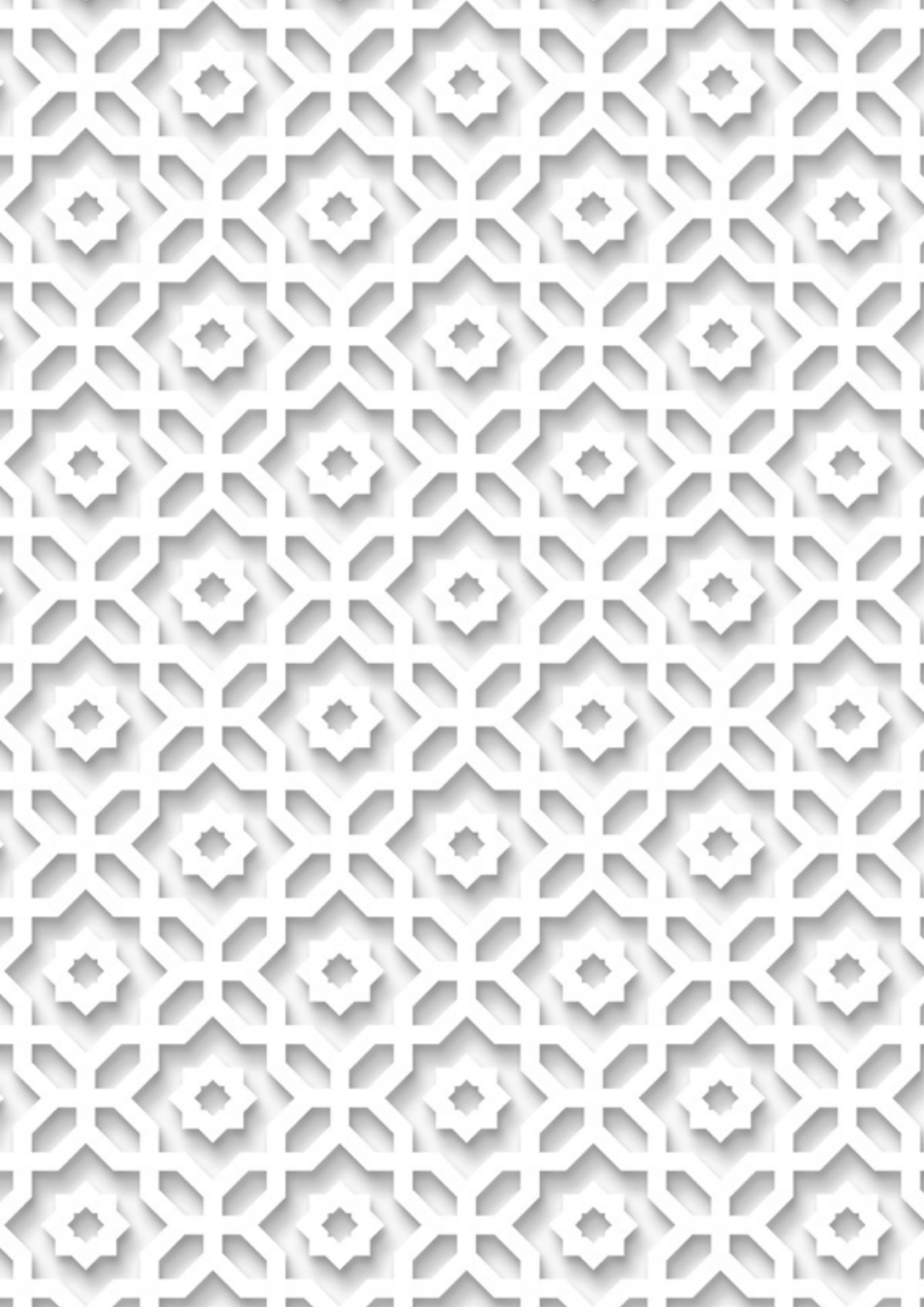
26x45

Natural linen fabric,
various colors embroidery
Can be customised

100% Linen







POPPY

Poppy is inspired by a traditional Palestinian pattern, which SEP re-interpreted with contemporary colors and shape declinations.

Hand-embroidered with care on vintage-inspired washed linen, the poppy pattern will add a chic-rustic note to any kitchen.



TEA TOWEL

50x70

Natural linen fabric,
dark blue embroidery
Can be customised

100% Linen

APRON

One size

Natural linen fabric,
dark blue embroidery
Can be customised

100% Linen





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POPPY CUSHION

26x45

Natural linen fabric,
various colors embroidery
Can be customised

100% Linen

PLACEMAT

35x45

Corner hand-embroidery

Natural fabric -
dark blue embroidery

Moss green fabric -
gray embroidery

Dark gray fabric -
lavender embroidery

Can be customised

100% Washed Linen



HAND TOWEL

25x25

Moss green fabric -
gray embroidery

Natural fabric -
dark blue embroidery

Dark gray fabric -
lavender embroidery

Can be customised

100% Washed Linen



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**POPPY SOFT
ZIP CLUTCH**

27x17

Poppy Pattern
Can be customised

Colored Jute

CUSTOMISED ACCESSORIES

Customisation applies to home linens as well as fashion accessories, with all the hand-embroidered patterns from the SEP selection and techniques such as: cross-stitching, Bethlehem couching, chain stitch, back stitch, French knots, arrow stitch, filling stitch, blanket stitch, zigzag stitch.

ALHAMBRA® AMNA CLUTCH

15x30

Alhambra® pattern,
tonal embroidery
Can be customised

MURANO CLUTCH

25x13

Murano pattern,
blue embroidery
Can be customised





MILITARY JACKET

Tulip free-style pattern,
poppy elbow-patch embroidery
Can be customised

MILITARY JACKET

Bushra pattern, poppy
elbow-patch embroidery
Can be customised



**'LINDA'
EMBROIDERED
KUFFYIEH**

Embroidered stripe according
to the artist's mood
Can be customised

122x122

Cotton/polyester



www.sep-jordan.myshopify.com

If you are interested in becoming an exclusive SEP retailer, please contact
info@sepjordan.com / tel: +41 78 911 54 27

Special thanks to Veronica Goei De Piante
Photography and design by Charlescannon

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