

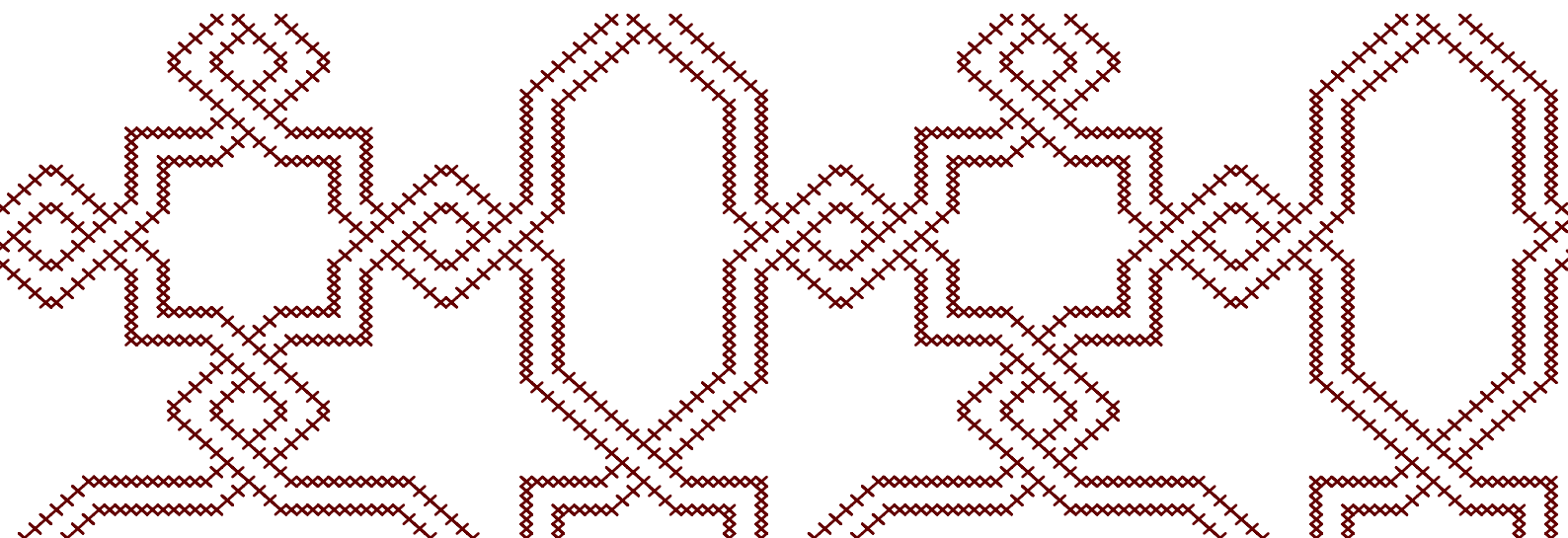
SEP

JORDAN

IT'S TIME
FOR A
**FASHION
REVOLUTION**

FASHION REVOLUTION WEEK

22-28th April 2019



SEP

JORDAN

WHAT
STORY
ARE YOU
WEARING?

SEPJORDAN.COM



THE SEP MISSION:

To bring thousands of refugees above the poverty line.

THE SEP VALUES:

SOCIAL IMPACT: SEP Artists are at the heart of the model.

BUSINESS FOCUS: so more people will benefit.

CROSS-CULTURAL: we all love Beauty.

ECO-FRIENDLY: so the planet does not pay the price.

THE SEP PROMISE:

Mutual Happiness.

// THE SEP STORY

Since my first visit to a refugee camp in 1997, I have been obsessed with the issues faced by displaced populations. The situation has got worse, year after year.

So in 2014 I decided that sitting and waiting for someone to solve refugees' issues was no longer an option.

I founded SEP Jordan to break stereotypes, to bring beauty, dignity, economic and emotional independence back to refugee camps. The Art of Embroidery, which represents the artists' roots and heritage is enabling us to change the perception of refugees, one stitch at a time.

We started off as a "Project" with 20 artists in Jerash Camp in Jordan and today SEP shares the work and emotions of over 4000 Palestinian and Syrian refugees in Jerash as well as Azraq camp with the world.

Nawal and Mahmoud are managing world-class production operations in Jerash and Amman.

Roberta Ventura,
SEP Jordan
Founder & CEO



The SEP registered patterns Allhambra, Koutubia, Sultan Han, Putrajaya, and its innovative business model attracted the attention of Harper's Bazaar, Vogue, Harrods, L'Officiel, Elle, Conde Nast Travellers, The Times, The Guardian, The Telegraph, The World of Interiors, Architectural Digest, CNN's Amanpour Show, among others.

//UPCYCLING IS THE NEW BLACK

WHEN:

GENEVA, APRIL 22 TO MAY 5 2019

WHERE:

THE SEP SHOP, 31 RUE VAUTIER, CAROUGE

WHAT:

BRING YOUR FAVOURITE CLOTHES, CHOOSE THE PATTERNS AND COLORS YOU LOVE AND LET THE SEP ARTISTS IN JORDAN EMBROIDER THEM FOR YOU!

WHY:

YOU WILL OWN A BRAND NEW ITEM, CREATIVELY EXTENDING ITS LIFE AND POSITIVELY CONTRIBUTING TO THE FASHION REVOLUTION MOVEMENT



**BE CURIOUS.
FIND OUT.
DO
SOMETHING.**

FASHION REVOLUTION WEEK

22-28th April 2019

fashionrevolution.org @fash_rev

IN COLLABORATION WITH GIVING WOMEN



EMBROIDERY BESPOKE PRICE LIST

1	MONOGRAMMING	INITIALS	DMC 100% COTTON
10CHF		ONE LETTER	
		placement: anywhere	



STYLE I



STYLE II

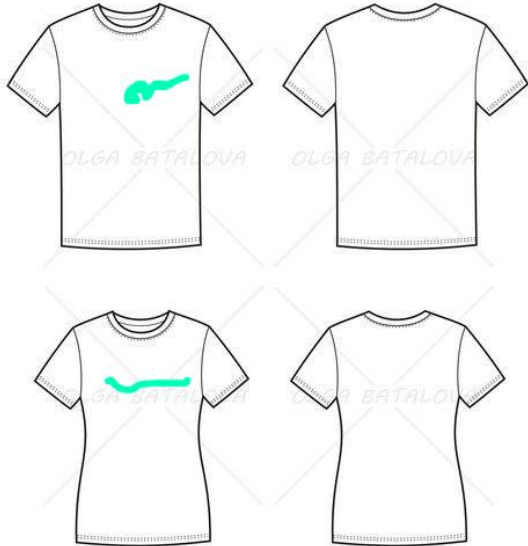


STYLE III

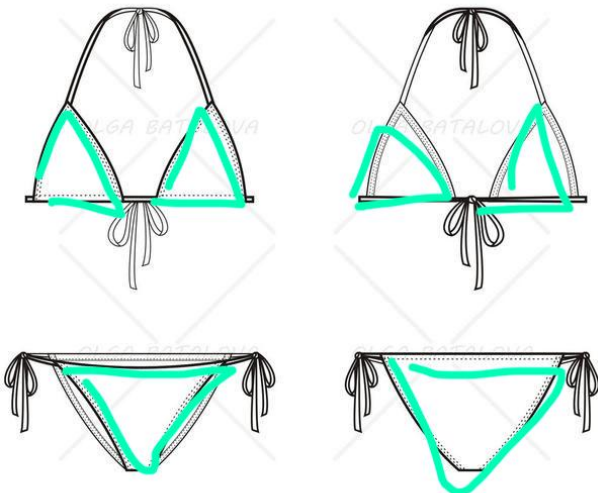


STYLE IV

2	T-SHIRT		DMC 100% COTTON
45CHF	CALLIGRAPHY		
	placement: anywhere		



3	BIKINI		DMC 100% COTTON
45CHF	EDGES		
	placement: anywhere		



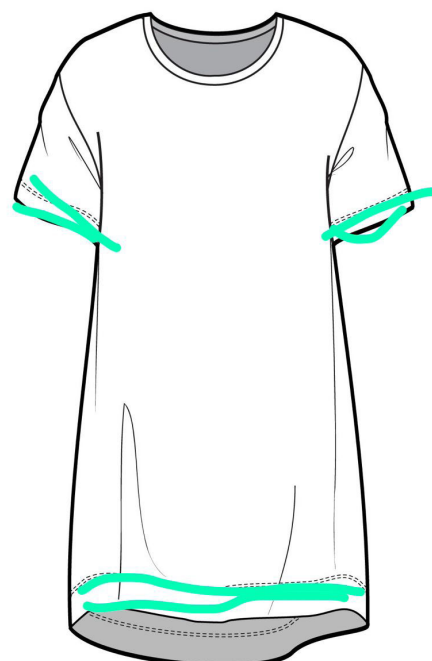


4	T-SHIRT		DMC 100% COTTON
60CHF		ANY STRIPE SEP PATTERN (EXCLUDING THE CROSS)	
		placement: sleeves	

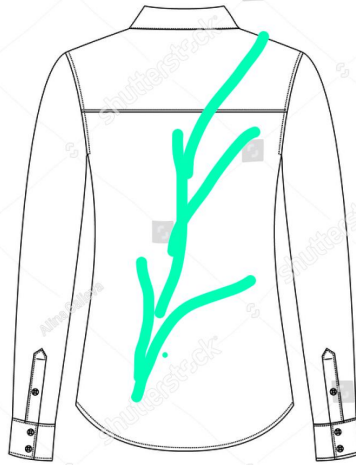
5	MINI-DRESS		DMC 100% COTTON
60CHF		SHOOTING STAR	
		placement: 2 stripes in front, detail on sleeves	



6	MINI-DRESS		DMC 100% COTTON
95CHF		ANY PATTERN STRIPE	
		placement: stripes around sleeves and base	



7	SHIRT		DMC 100% COTTON
120CHF		HANA ROSE PATTERN	
		placement: back and peak in the front: NOT on the sleeve	



8	HOODIE		DMC 100% COTTON
125CHF		ALHAMBRA PATTERN	
		placement: front panel	



9	LIGHT JEAN JACKET, LIGHT COTTON TOP		DMC 100% COTTON
150CHF		CALLIGRAPHY: SENTENCE	
		placement: front panel	



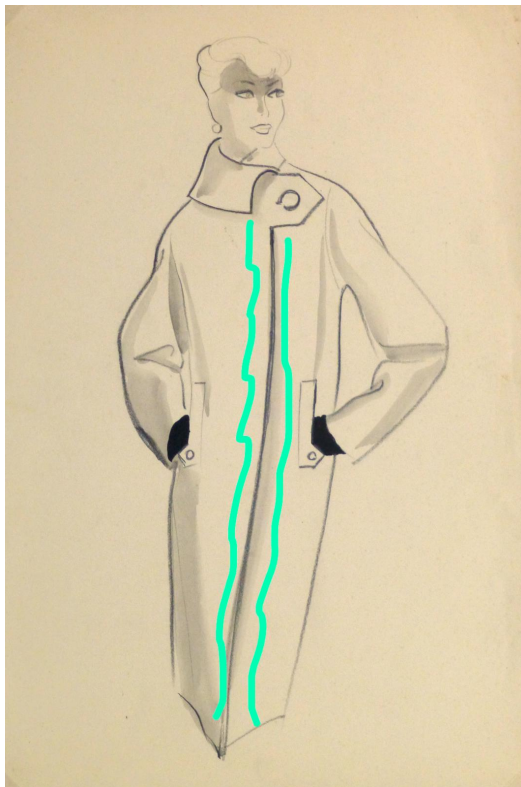
10	LIGHT JEAN JACKET, LIGHT COTTON TOP		DMC 100% COTTON
180CHF		FREESTYLE FLOWERS	
		placement: front or back	



11	LIGHT COAT		DMC 100% COTTON
240CHF		ALHAMBRA	
		placement: stripe along the bottom edge	



12	LIGHT COAT		DMC 100% COTTON
280CHF		ALHAMBRA	
		placement: band across the front	



13	COAT		DMC 100% COTTON
380CHF	POPPY PATTERN		
	placement: full front panel		



HOW IT WORKS

THE PREVIOUS PAGES ARE DESIGNED TO GIVE YOU AN INDICATION OF THE RESULT AND COST OF SEP BESPOKE EMBROIDERY ON YOUR CLOTHES.

BROWSE ALL THE SEP PATTERNS ON WWW.SEPJORDAN.COM/COLLECTIONS/CUSTOMISATION AND ON OUR PATTERNS CATALOGUE [HERE](#)

PRICING:

DEPENDING ON PATTERN, FABRIC OF YOUR CLOTHES AND SIZE OF THE EMBROIDERY, WE WILL QUOTE A PRICE FOR YOUR PROJECT, USING THE PREVIOUS PAGES AS A REFERENCE.

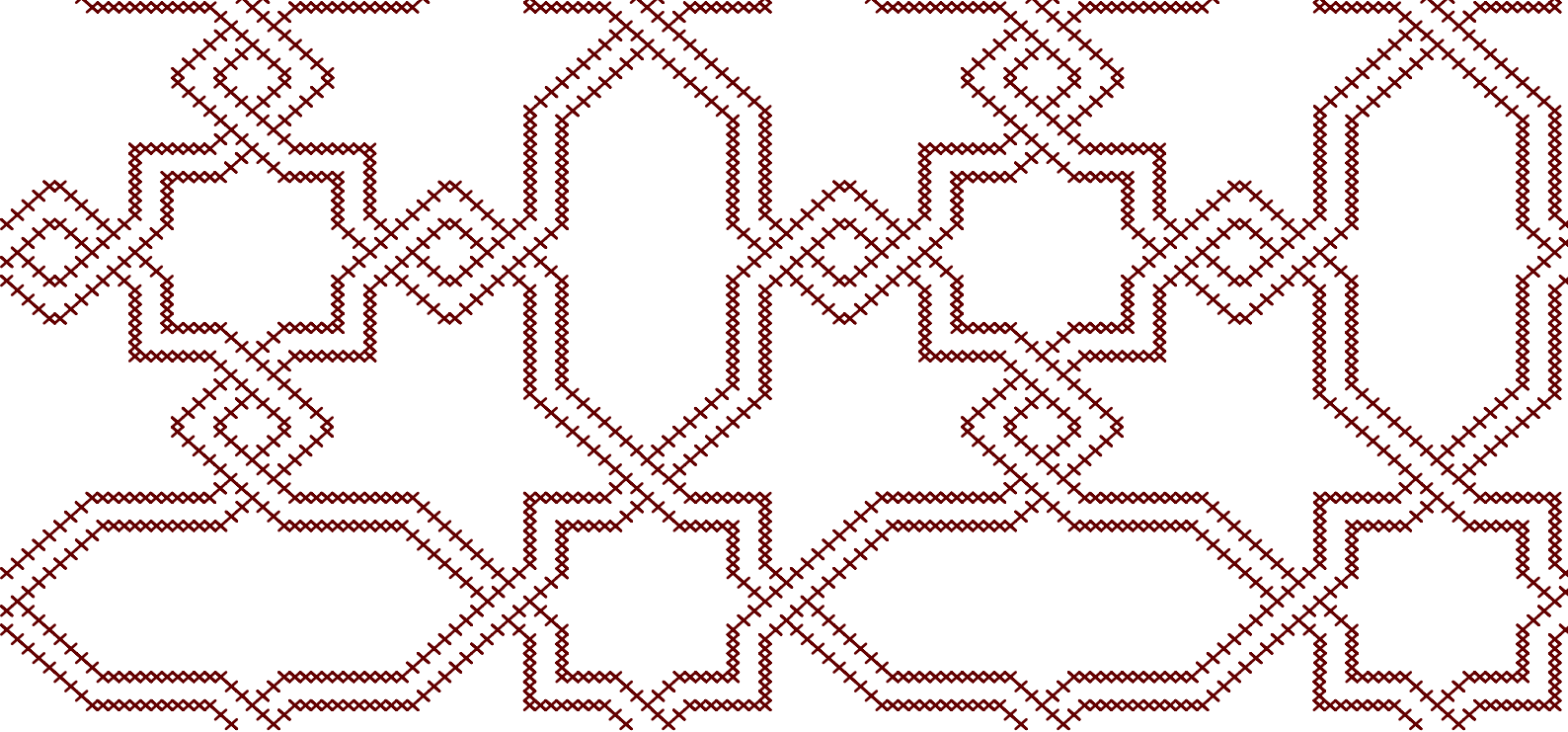
TIMEFRAME:

WE WILL PROVIDE AN EXPECTED DELIVERY DATE AS SOON AS YOU CONFIRM YOUR ORDER.
ORDERS TO BE CONFIRMED BEFORE MAY 5TH.

EMAIL US OR CALL FOR FURTHER Q'S:
ROBERTA@SEPJORDAN.COM
MAGDALENA@SEPJORDAN.COM
0041789115427



THE SEP CREATIVE TEAM TAKES PRIDE IN HAND-EMBROIDERING UP TO THE HIGHEST QUALITY STANDARDS. QUALITY CRAFTSMANSHIP TAKES TIME, BUT THE END RESULT WILL LAST A LIFETIME.



S E P

J O R D A N

C O M E S E E U S

A M M A N

G E N E V A

L O N D O N

G S T A A D

D U B A I

S T T R O P E Z

M E G E V E

B E T H L E H E M

