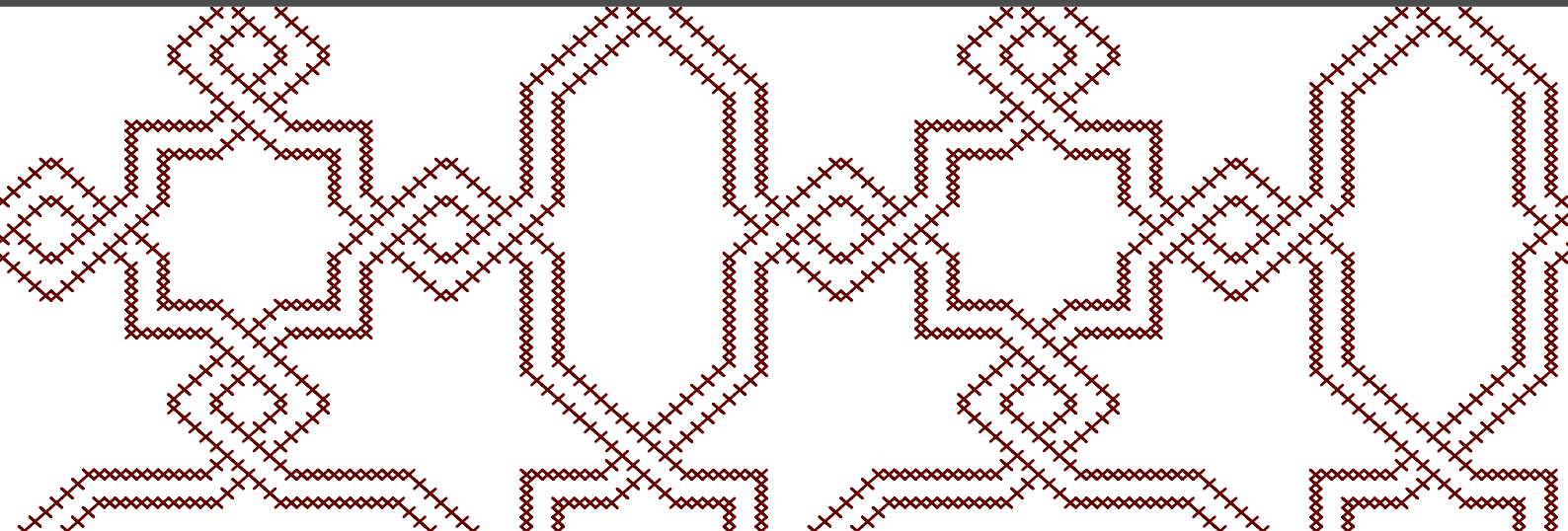


CHRISTMAS 2018

SEP

JORDAN



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 350 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



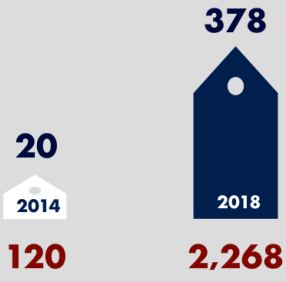
The SEP registered patterns Allhambra, Koutubia, Sultan Han, Putrajaya, and its innovative business model attracted the attention of Harper's Bazaar, Vogue, Harrods, L'Officiel, Elle, Conde Nast Travellers, The Times, The Guardian, The Telegraph, The World of Interiors, Architectural Digest, CNN's Amanpour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

//CHRISTMAS GIFTS WITH A MEANING

Social Impact

Number of Artists = Households

+1890%



Number of People Impacted

Depression Symptoms Before SEP



No More Depression Symptoms After SEP

97%

Quality of Working Life

Free Training: 60-80 New Artists Per Year

Freedom to Work from Home

Assured Weekly Payments

30-50% Premium to Market Rates

- 1 NO POVERTY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 10 REDUCED INEQUALITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 17 PARTNERSHIPS FOR THE GOALS

THE SEP PROMISE IS #MUTUALHAPPINESS: SEP PROVIDE FORTUNATE CONSUMERS ACCESS TO BEAUTIFUL, BESPOKE AND ELEGANT FASHION ACCESSORIES. AT THE SAME TIME, SEP EMPOWERS LESS FORTUNATE ARTISTS WITH PROFESSIONAL, PERSONAL AND ECONOMIC STABILITY.



BLACK-ON-BLACK MAY KEFFIYEH

1	KEFFIYEH	122X122CM	POLY / ACRYLIC
€78		MAYB	
		Unisex	

Each total-black keffiyeh scarf is a piece unique: the Artist picks embroidery pattern and colour, depending on her mood.



6 SHADES ON GRAY KEFFIYEH

*** NEW *** Stylish colored keffiyeh scarf featuring mixed hand embroidered SEP patterns on one corner: 6 shades on a gray/blue background.

Each scarf is hand-embroidered according to the taste and mood of the artist, therefore no scarf is identical to another.

Pick one of 6 keffiyeh pattern colour: blue, burgundy, gold, olive green, rust, black and let our artists surprise you with the embroidery color they choose for you.

2	KEFFIYEH	120X120CM	POLY / ACRYLIC
€78		MASC	
		Unisex	

EACH SEP CREATION IS BORN OUT OF A UNIQUE MARRIAGE BETWEEN MODERN STYLISH COLOURS, MATERIALS, MOODS AND THE HERITAGE, THE HISTORY REPRESENTED BY EACH PATTERN.



KOUTUBIA® ZIPPER POUCH

3	ZIPPER POUCH	27X17CM	LINIEN
€85		SCKB	
		Unisex	



ALHAMBRA® ZIPPER POUCH

During the day, it will keep all your valuables in one place. In the evening, an elegant clutch everyone will admire.

Pure Italian linen, hand-embroidered featuring the iconic Alhambra inspired pattern.

4	ZIPPER POUCH	27X17CM	LINIEN
€85		SCSN - SCSEN - SCST - SCSU	
		Unisex	





SHIRT CARRIER

5	SHIRT CARRIER	34X43	COTTON
€75	SCFA		
	Unisex		

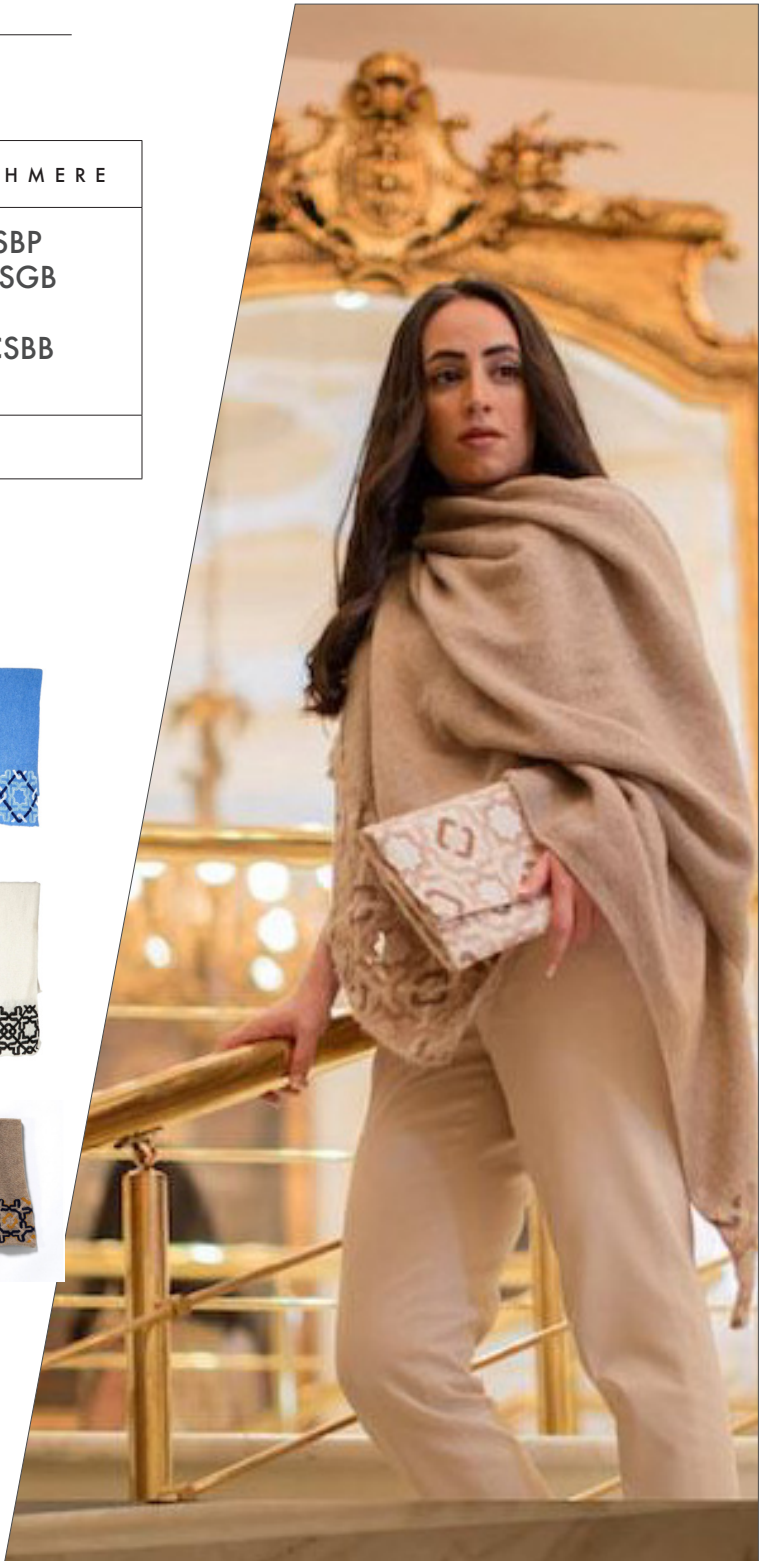
Made in Italy bespoke for SEP Jordan, embroidered by hand with care in Jerash "Gaza" Camp. 100% cotton which has been treated to make it sturdy enough to protect your folded clothes in any luggage.

SEP HAND-EMBROIDERED ACCESSORIES
BLEND HALLMARKS OF PREMIUM
MIDDLE-EASTERN CRAFTSMANSHIP
WITH MODERN ITALIAN STYLE.

CASHMERE SHAWL

ALL PURPOSE

6	SHAWL	60X180CM	CASHMERE
€460		CSBE - CSBU - CSBP CSGG - CSGC - CSGB CSAB CSCG - CSCW - CSBB CSLL	
		Unisex	



MADE FROM THE FINEST CARIAGGI CASHMERE BY ONE OF BRUNELLO CUCINELLI'S SUPPLIERS, HAND-EMBROIDERED IN 4 COMBINATIONS, THESE UNISEX SHAWLS ARE SOFT, LIGHTWEIGHT AND LUXURIOUS.

CASHMERE TRIANGLE SCARF

UNISEX

ALL PURPOSE



Made from the finest Cariaggi cashmere, hand-embroidered in 4 combinations, these unisex scarves are perfect for all seasons.

7	SCARF	ONE SIZE	CASHMERE
€110		CTGB - CTCG - CTBB - CTLP	
		Unisex	

SEE WWW.SEPJORDAN.COM FOR ALL STYLES AVAILABLE





8	PONCHO	ONE SIZE	CASHMERE
€385		CPBE - CPBU - CPBP CPGG - CPGC - CPGB CPAB	
		Unisex	



SEE WWW.SEPJORDAN.COM FOR ALL STYLES AVAILABLE

CASHMERE PONCHO

IT'S NOT JUST ANY STORY.
SEP PIECES EACH TELL
THE STORY OF AN ARTIST.

// HOME COLLECTION

EACH SEP CREATION IS BORN OUT OF A UNIQUE MARRIAGE BETWEEN MODERN STYLISH COLOURS, MATERIALS, MOODS AND THE HERITAGE, THE HISTORY REPRESENTED BY EACH PATTERN.

HIBA CASHMERE THROW WITH CROCHET INSETS

Made in Italy out of the finest Cariaggi cashmere and decorated in Jordan by the talented and experienced team of crochet artists in Azraq camp, this throws collection will add a special touch to your sofa or bed.

Featuring 2 stripes of crochet flowers insets - all along the perimeter.

The SEP cashmere throws are part of the MADE51 Collection, developed with UNHCR.



9	HIBA	115X150	CASHMERE
€499		CHGG - CHWW	
		Home Interios, Home Design	



SAMIRA CASHMERE THROW WITH CROCHET INSETS

Made in Italy out of the finest Cariaggi cashmere and decorated in Jordan by the talented and experienced team of crochet artists in Azraq camp, this throws collection will add a special touch to your sofa or bed.

Featuring 4 stripes of crochet flowers insets - long edge.



10	SAMIRA	110X150	CASHMERE
€470	CSAW - CSAG		
	Home Interios, Home Design		



€160

**KOUTUBIA®
EMBROIDERED CUSHION COVER**



**SULTAN HAN®
EMBROIDERED
CUSHION COVER**

€160

€220



**PUTRAJAYA®
EMBROIDERED
CUSHION COVER**

€220

**ALHAMBRA®
EMBROIDERED
CUSHION COVER**

CUSHION COVERS

OUR CUSHION DRESSES UP YOUR LIVING ROOM, WITH ITS LIVELY AND STYLISH COLOURS.

STANDARD SIZE 45X45

SEE WWW.SEPJORDAN.COM FOR ALL STYLES AVAILABLE



12	PLACEMATS	35X45	LINEN
€25	PLNA - PLGR - PLMO		
	Home Interios, Home Design		



KITCHEN

13	HAND TOWELS	25X25CM	LINEN
€17	HTNA - HTGR - HTMO		
	Home Interios, Home Design		

COLORS
 MOSS GREEN, GREY EMBROIDERY
 NATURAL, NAVY EMBROIDERY
 DARK GREY, AUBERGINE EMBROIDERY



YOUR ELEGANT 100% STONE WASHED LINEN APRON, TEATOWEL AND BREAD BASKET: CONTEMPORARY AND TRADITIONAL AT THE SAME TIME. THE CORNER POPPY EMBROIDERY IS A UNIQUE FEATURE. SEE ALSO MATCHING PLACEMATS, HAND TOWELS AND TEA TOWELS.

14	APRON	ONE SIZE	LINEN
€56	APRO - APRG		
	Home Interios, Home Design		

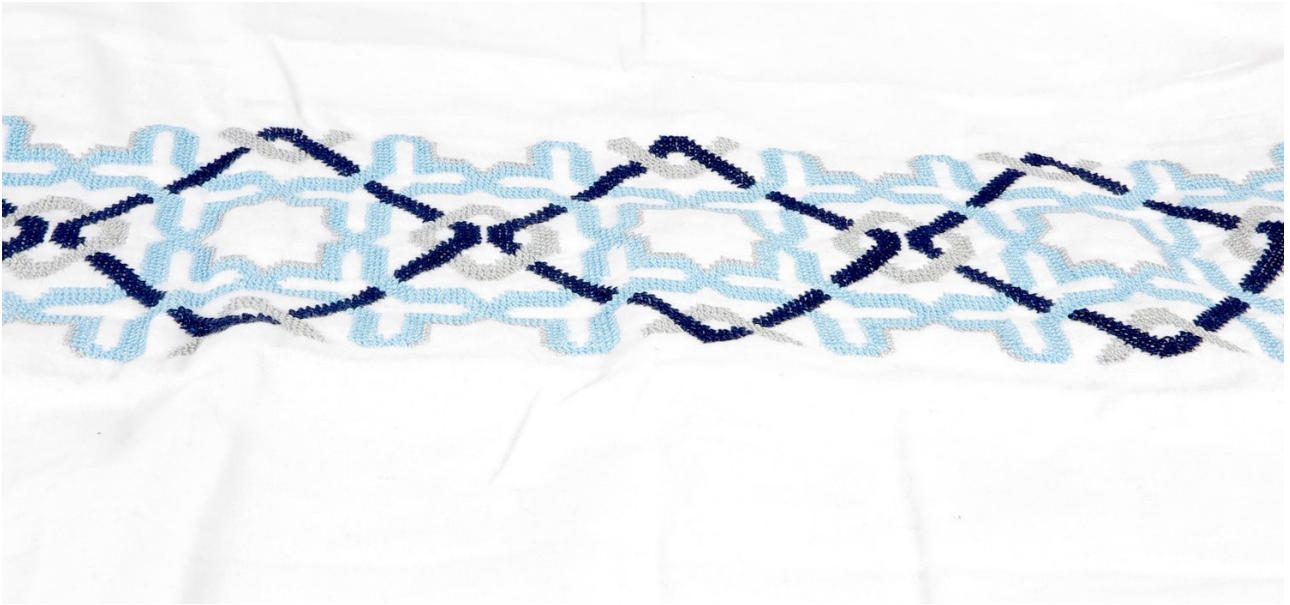
15	TEATOWEL	ONE SIZE	LINEN
€35	TTNP		
	Home Interios, Home Design		



16	BREAD BASKET	16CM - 20CM	LINEN
€57	BBAS		
	Home Interios, Home Design		

* NEW * MADE IN ITALY,
EMBROIDERED IN JORDAN,
MACHINE WASHABLE

// BABY GIFTS



ALHAMBRA BABY

Soft 100% natural cotton, this flannel blanket will probably become your baby's favourite wrap.

17	ALHAMBRA BLANKET	120X100CM
€99	BBBL - BBPI - BBYE	
	Baby, 0 to 6 yrs old	

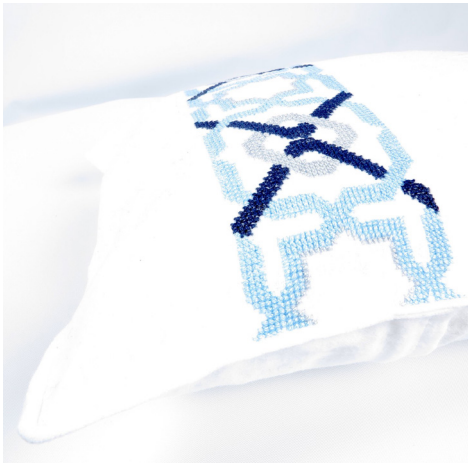




BABY TOWELLING PONCHO,
ALHAMBRA

Soft 100% natural cotton, this terry towelling poncho will become your baby's favourite! Featuring the iconic Alhambra pattern, hand-embroidered with love in Jerash camp.

18	ALAHAMBRA PONCHO	120X100CM
€99	BBBL - BBPI - BBYE	
	Baby, 0 to 4 yrs old	

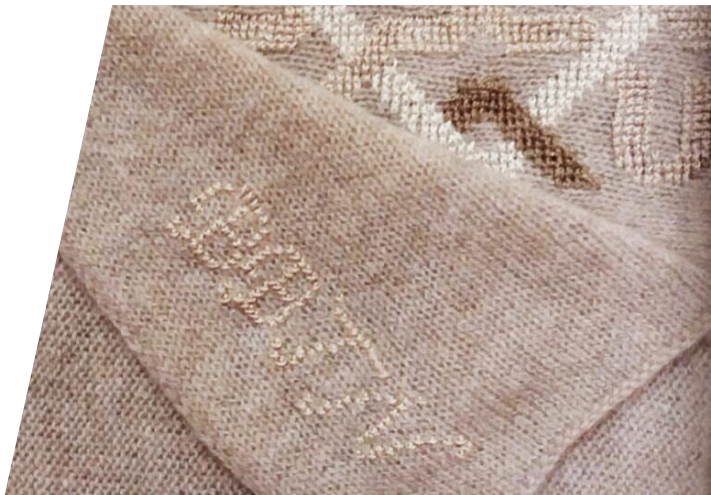


BABY CUSHION COVER

100% cotton flannel, machine wash delicate, customisable pattern, color, monogramming available.

19	CUSHION COVER	30X45CM
€30	BBBL - BBPI - BBYE	
	Baby, 0 to 6 yrs old	





// MONOGRAMMING

THE POPULARITY OF MONOGRAMMING AND
PERSONALISATION IS RISING
WITHIN THE FASHION INDUSTRY

Monogramming adds personality and
character to your items. Additional
cost and timeframe varies by item.

// HOW TO ORDER

EMAIL: INFO@SEPJORDAN.COM

AMMAN ORDERS:
MAHMOUD TEL. +962787889040

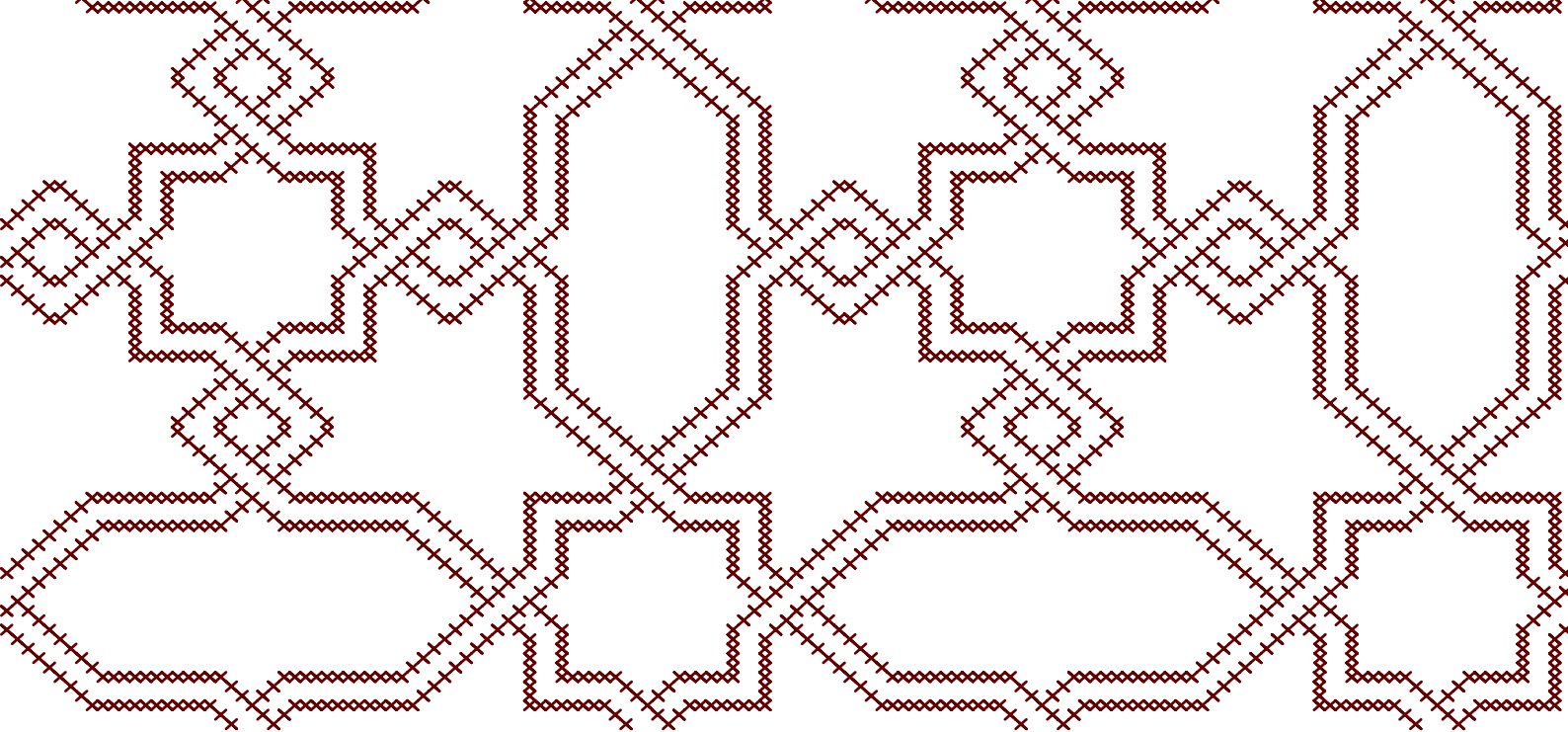
EUROPE ORDERS:
ROBERTA TEL. +41789115427
ROBERTA@SEPJORDAN.COM

DEADLINE FOR MONOGRAMMING:
SEPTEMBER 10TH.
DEADLINE FOR BULK ORDERS:
SEPTEMBER 30TH.

Production takes time: embroidery requires full concentration and is hard on the artists' hands and eyes; because we use the highest quality materials and dedicate extreme attention to quality control, the process can be particularly time intensive. Each hand-crafted item requires weeks of work. The SEP artists may only stitch for limited hours each day in order to maintain the quality required for such fine, detailed embroidery.



THE SEP CREATIVE TEAM TAKES PRIDE IN SELECTING THE COLOUR COMBINATIONS WHICH BEST SUITS OUR CUSTOMER'S REQUIREMENTS.



S E P

J O R D A N

C O M E S E E U S S O O N !

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

