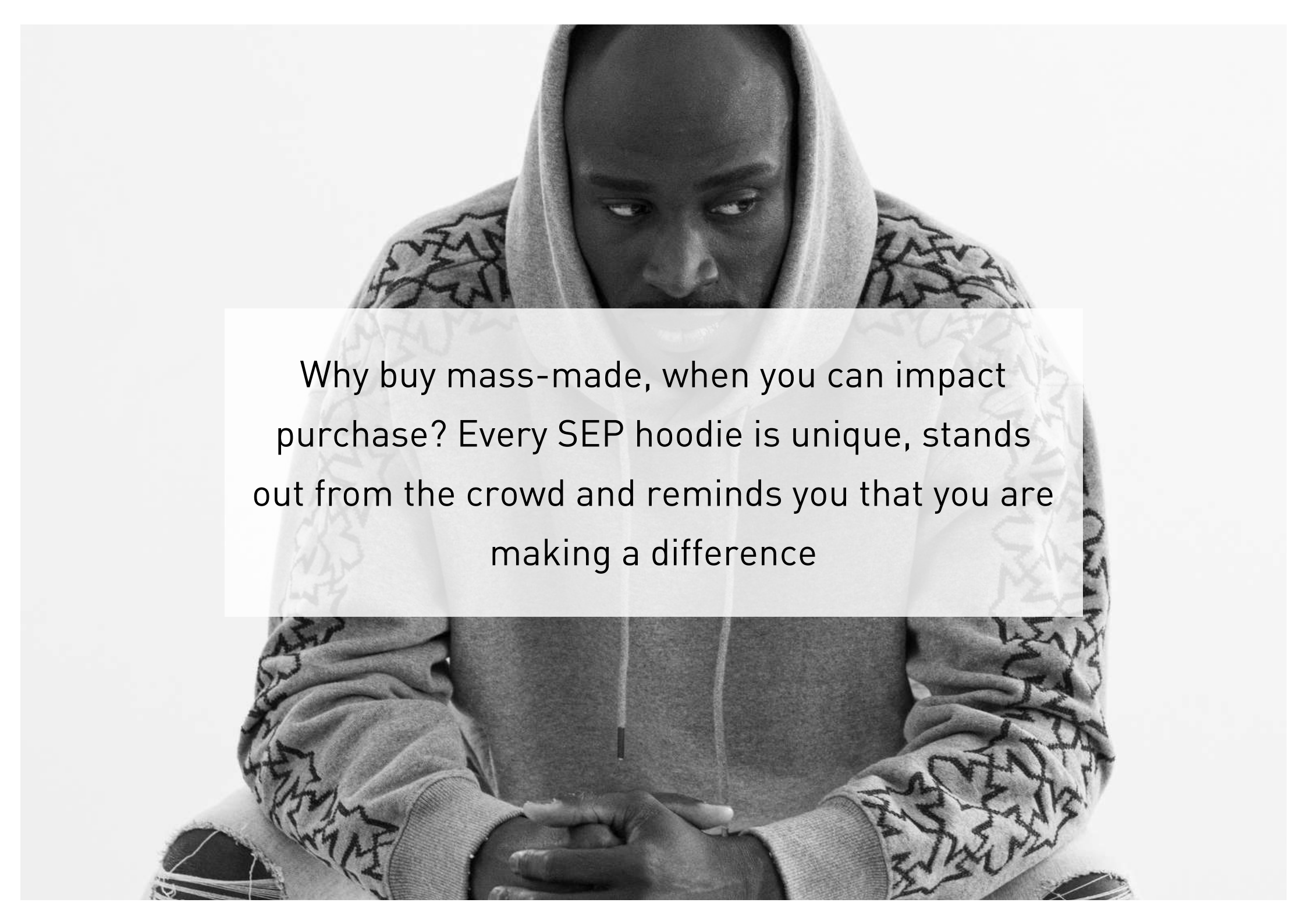


**S E P**

J O R D A N





Why buy mass-made, when you can impact purchase? Every SEP hoodie is unique, stands out from the crowd and reminds you that you are making a difference

# SEP STORY

## About SEP

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

## Every stitch tells a story

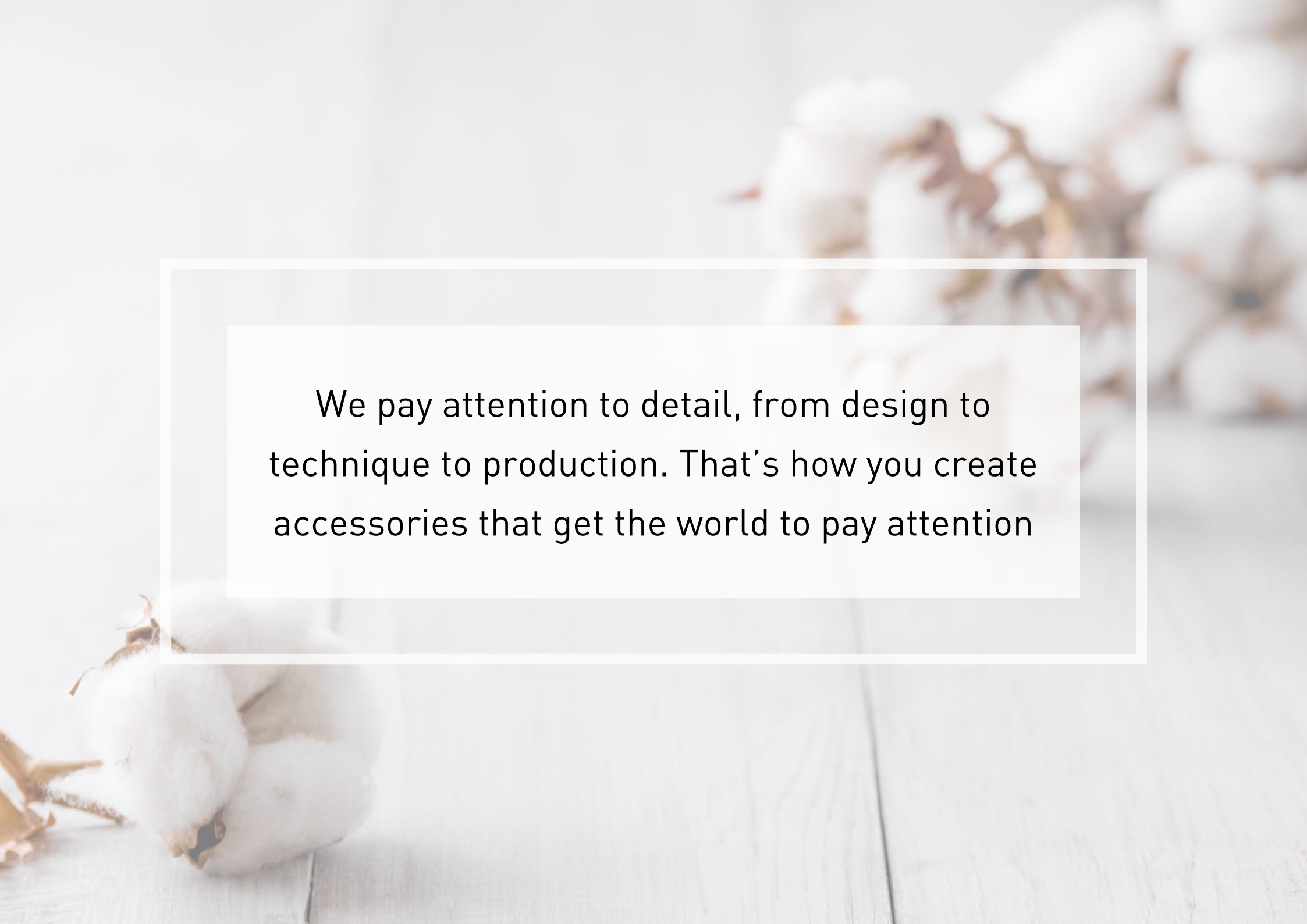
Each piece is hand embroidered by a single talented artist. Women who continue the time-honoured, cross-stitch technique that has been passed down from generation to generation. The artists who are passionately stitching the unique SEP pieces, happen to be refugees

## Our promise: mutual happiness

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

Sultan Han® Organic Cotton Hoodie - FW 2021



The background of the image shows several cotton bolls on a light-colored wooden surface. One cotton boll is in sharp focus in the lower-left foreground, while others are blurred in the background. The text is centered within a white rectangular frame that has a thin white border.

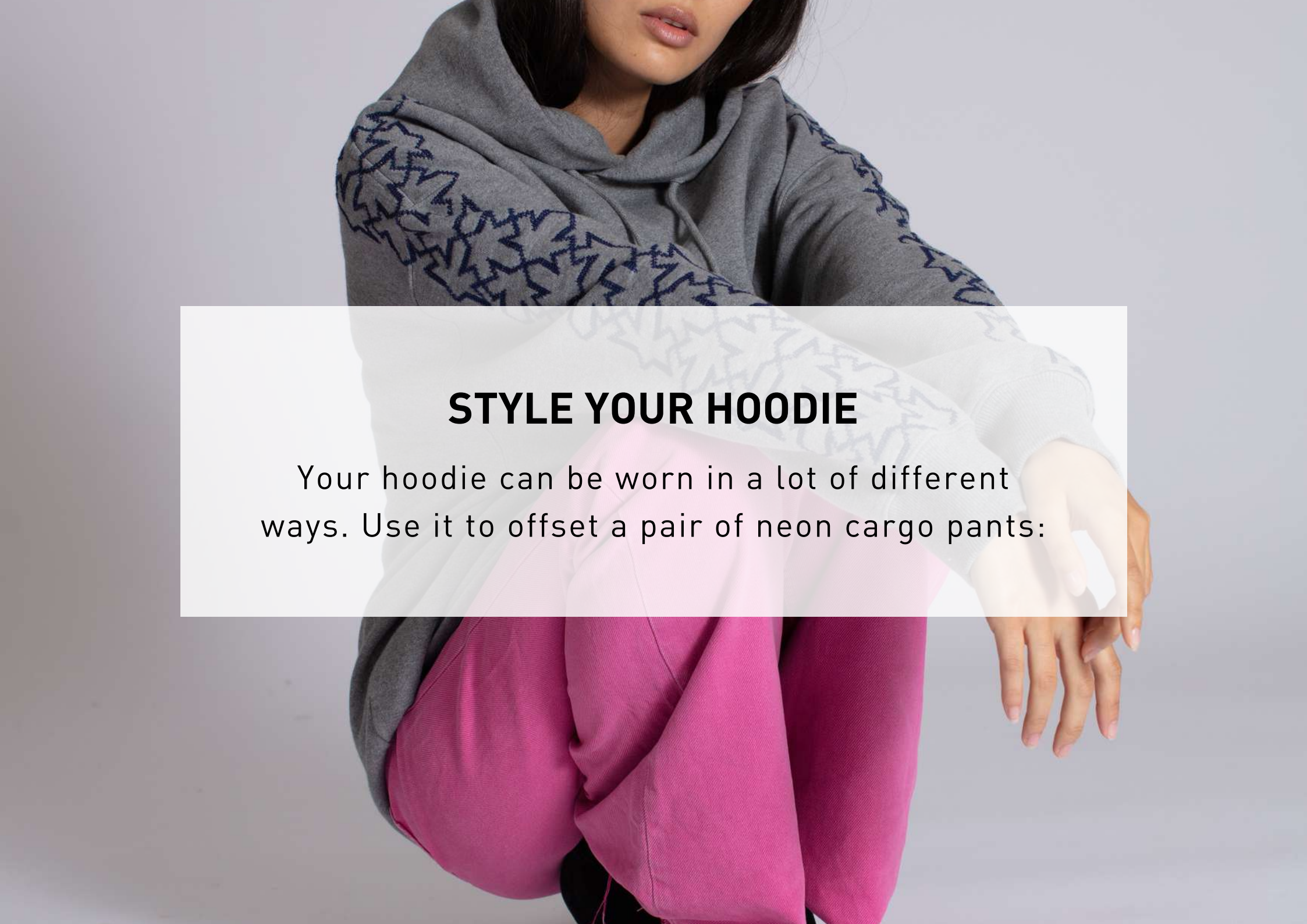
We pay attention to detail, from design to technique to production. That's how you create accessories that get the world to pay attention





## **THE SEP HOODIE**

Hoodies are the modern-day wardrobe staple: we designed this versatile, comfortable classic for maximum comfort, for a contemporary cool look and for you to treasure forever.

A person is shown from the chest down, wearing a grey hoodie with a blue geometric pattern on the sleeves and bright pink cargo pants. The person is sitting and looking towards the camera. The background is a plain, light grey color.

## **STYLE YOUR HOODIE**

Your hoodie can be worn in a lot of different ways. Use it to offset a pair of neon cargo pants:







## UNISEX

Style it with a smart blazer or ripped jeans:







## **CASUAL TO DRESSY**

Layer it under a statement coat in the winter to stay warm or style it with boots and a short skirt:





The background of the image is a close-up of a grey cotton hoodie. It features two distinct blue embroidered patterns. The upper pattern is a stylized, multi-petaled flower or leaf shape. The lower pattern is a more elongated, teardrop-shaped design with a textured, almost fringed appearance. The embroidery is done in a vibrant blue thread that stands out against the neutral grey fabric.

## **EMBROIDERY PATTERNS**

The patterns we chose to embroider on our cotton hoodies are both chic and discrete statements, grounded in tradition yet contemporary, just like everything SEP:

# SULTAN HAN®

Available in S - M - L

The Sultan Han® pattern is thought to have first appeared in the Sultan Han caravanserai in Sultanhani, 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 textile accessories



Sultan Han® Organic Cotton Hoodie - FW 2021

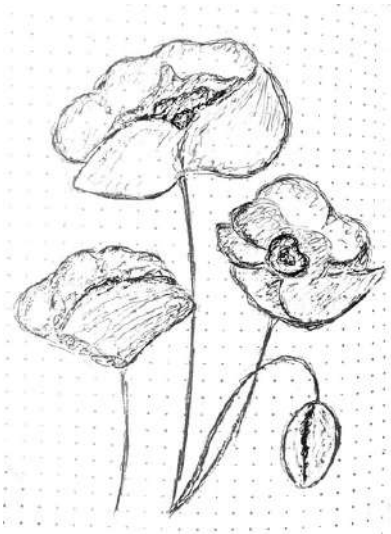




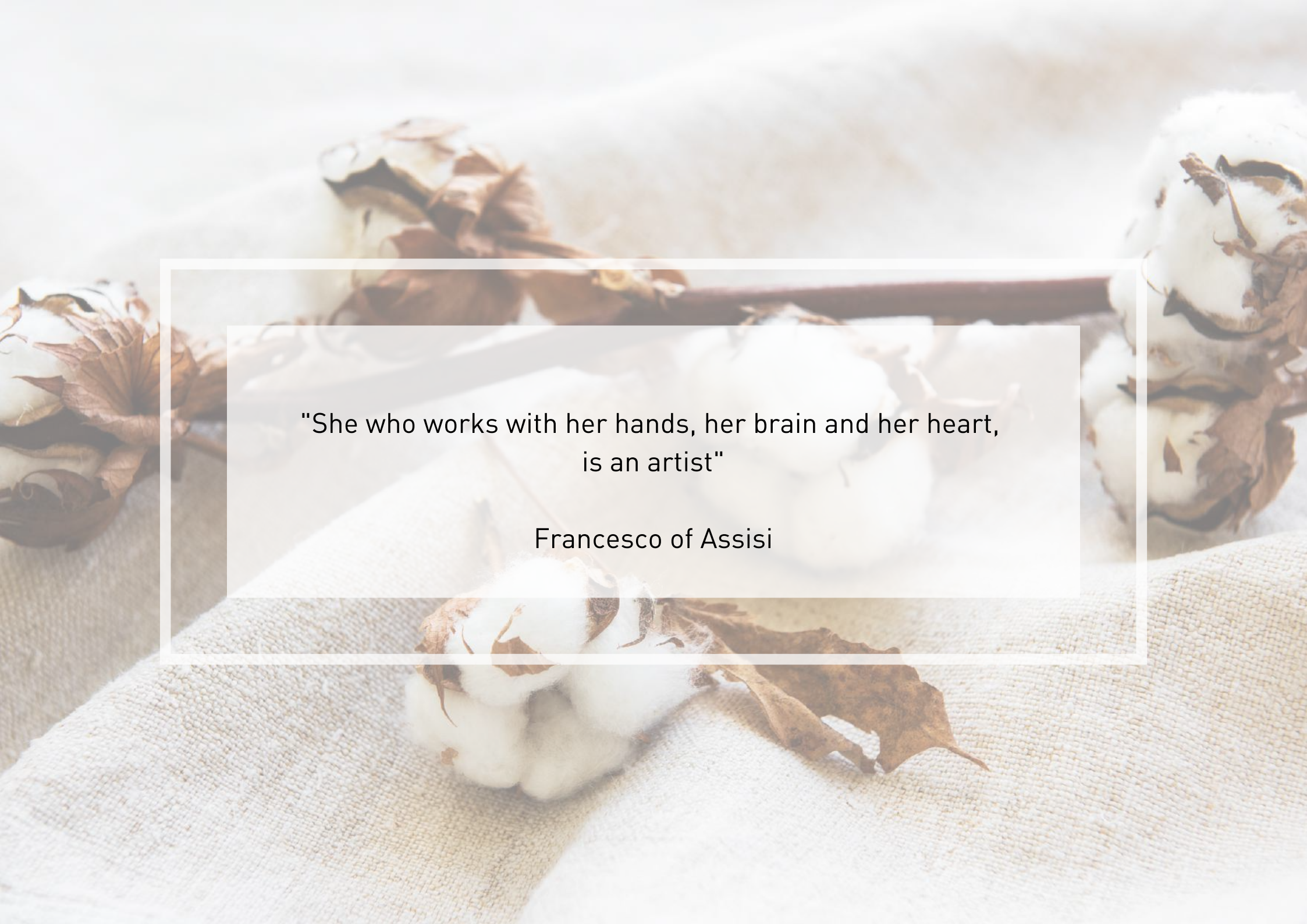
# POPPY HOODIE

Available in S - M - L

Designed for SEP by Farah Saad. A symbol of sleep and death, poppies are also symbols of regeneration and rebirth. Revisited through a SEP color lens and embroidered in an unexpected position on your hoodie.







"She who works with her hands, her brain and her heart,  
is an artist"

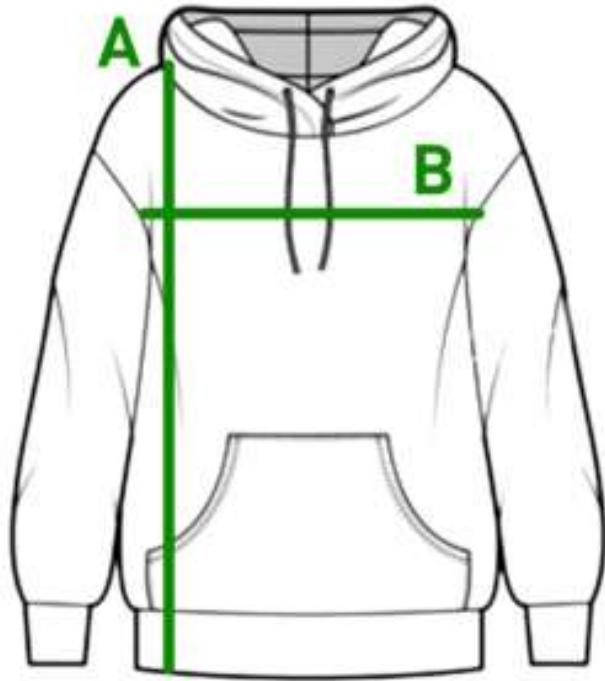
Francesco of Assisi

# ORGANIC COTTON



We took our time to identify the right supplier in Portugal who had all these certifications. Organic cotton is important to us, because we want your hoodie to be soft, last forever and be good to the planet.





	S	M	L
A	73	74	75
B	62	64	66

**S E P**

J O R D A N

**MADE IN PORTUGAL  
EMBROIDERED BY HAND**



**100% ORGANIC COTTON**  
**Wash with similar colours**  
**Iron inside out**



**WWW.SEPJORDAN.COM**



# WHAT STORY ARE YOU WEARING?

**SEP**

JORDAN





# COTTON | *gossypium hirsutum*

## TIMELESS TEXTILE FIBER

The first traces of cotton fibers were found in the Tehuacán valley in Mexico and they date back 7000 years. Cotton has been used to create clothes for thousands of years: since the 19th Century, triggered by the Industrial Revolution, cotton has been the most widely used natural fiber worldwide. The cotton plant thrives in tropical and subtropical regions and it is mostly grown in China and India. The flower of the cotton plant is used to create the fiber.

We chose cotton for some of our creations because of its durability and natural origin and we pay attention to how it is dyed and workers conditions across our supply chain.

Equally, we are conscious of the danger of monocropping, born by the over-reliance of the world on cotton: monoculture plantations (monocropping) weaken the soil, deplete soil nutrients, reduce local biodiversity and increase the risk of pests.

Hence, we made the decision to use cotton only for a minority of our collections and where possible, we source organic cotton.



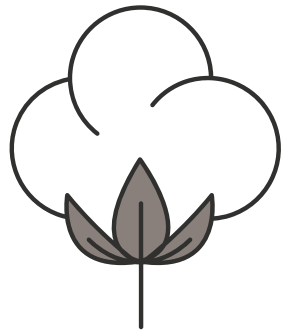
## ORGANIC COTTON

Conventional methods of cotton production involve the use of toxic pesticides, which contaminate the runoff water, causing severe harm to the surrounding ecosystems (plants, animals, microorganisms, and humans).

Organic cotton requires more water and land than conventional cotton, but most of it is rain-water, which does not impair groundwater and surface water resources. Our organic cotton is Global Organic Textile Standard (GOTS) certified, meaning our suppliers uphold a strict set of production standards that keep the whole ecosystem in mind.

We chose to source our cotton hoodies collection from Portugal, known for the high quality finish offered by its textile industry and for the widespread deployment of organic cotton.

This makes our hoodies sustainable, conscious of the impact on the ecosystem, and completely aligned with our values.





Our suppliers in Portugal carry the following certifications:

- Oeko-Tex®: non-toxic substances and high quality sustainable fabrics used
- GOTS (Global Organic Textile Standard): ensures across the production process - from the fibers to the final product - respects strict social and environmental requirements
- ISO 9001 (Systems Certification - SGS): ensures quality control
- BCI (Better Cotton Initiative): promotes best in class growing methods of cotton plants:

The Better Cotton Principles and Criteria lay out the global definition of Better Cotton, by upholding the following seven principles:

- BCI Farmers minimise the harmful impact of crop protection practices
- BCI Farmers promote water stewardship
- BCI Farmers care for the health of the soil
- BCI Farmers enhance biodiversity and use land responsibly
- BCI Farmers care for and preserve fibre quality
- BCI Farmers promote decent work
- BCI Farmers operate an effective management system

By adhering to these principles, BCI Farmers produce cotton in a way that is measurably better for the environment and farming communities.



# THE SEP ARTISTS

5 of the 500+ superheroes behind the brand



**Asma**

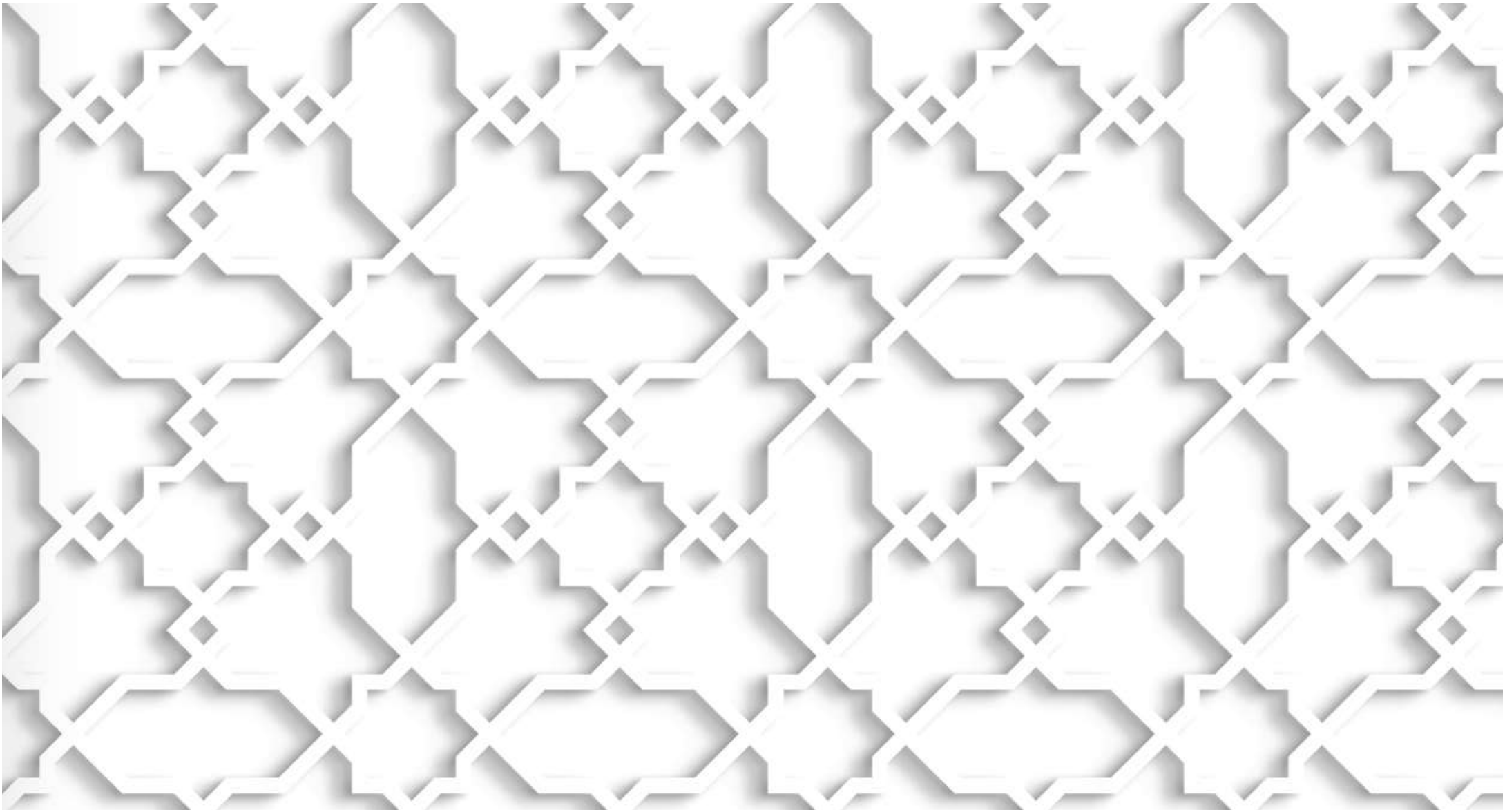
**Nawal**

**Fatima**

**Asma**

**Najah**

At the SEP workshop



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