

S E P

J O R D A N

PATTERNS

THE STORY OF THE SEP PATTERNS

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.

We research and develop each pattern, to make sure we stay true to its roots.

The registered patterns **Alhambra®**, **Koutubia®**, **Putrajaia®**, **Sultan Han®** are cross-stitch adaptations of masterpieces of architecture; their original objective was to re-create the perfection of God and nature by the means of geometry and art.

We try to do just that, by the hands of a SEP artist, each time we embroider one of our creations.

The traditional Palestinian patterns talk about villages, ceremonies, heritage; they talk about the roots which are so hard to protect, when you are a refugee, away from your home. This is precisely what SEP endeavour to protect and treasure, with each of our creations.

ALHAMBRA®

The SEP Alhambra® motive 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 premium fabrics, we bring you a piece of Palestine via Andalucía.

Ethical and beautiful, unique and precious statement. The SEP creative team takes pride in selecting the color combinations which best suits your requirements.



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.



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 customer's requirements.



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 textile accessories.



MARY MAGDALENE, IBRAHIM & SINEAD

Beautiful embroidery motives inspired by the Hollywood Mary Magdalene movie; Ibrahim, Mary Magdalene & Sinead.

The best SEP Artists have worked on the embroidery designs on all costumes in this movie under the direction of Academy Award winner Jacqueline Durran.



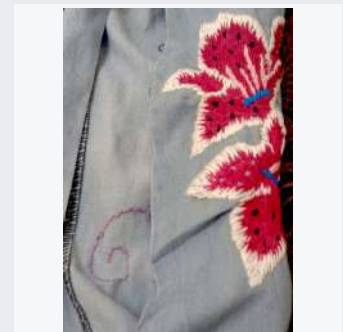
The motives researched by the costume designer have a Biblical reference. Today two of these ionic embroidery styles are available in SEP shops and for bespoke orders. They are deeply connected to the history of the region where SEP artists come from, while they have a modern, and gender neutral feel.



FREE STYLE

Flowers, abstract shapes come to life, via cross-stitching or other techniques.

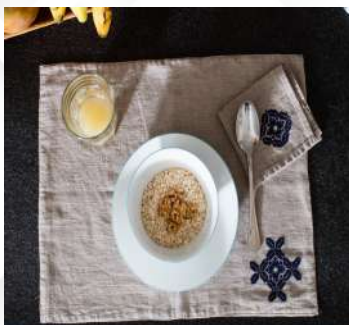
This is the area where our operations Manager, Nawal, can go wild and draw the most beautiful shapes for the SEP Artists to embroider.



PALESTINIAN PATTERNS

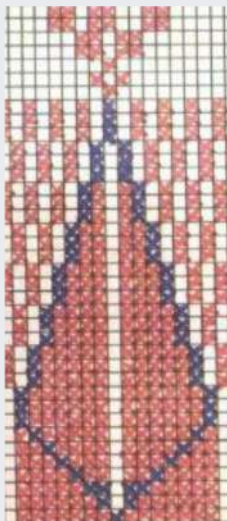
POPPY

A traditional pattern from the village of al-Majdal or al-Majdal Asqalan. The ancient seaport of Ashkelon dates back to the Neolithic Age. In the course of its history, it has been ruled by the Ancient Egyptians, the Canaanites, the Philistines, the Assyrians, the Babylonians, the Greeks, the Phoenicians, the Hasmoneans, the Romans, the Persians, the Arabs and the Crusaders, until it was destroyed by the Mamluks in 1270. The village of al-Majdal was established by the late 15th century, a few kilometres inland, under Ottoman rule. In 1918, it became part of the British Occupied Enemy Territory Administration and in 1920 became part of Mandatory Palestine.

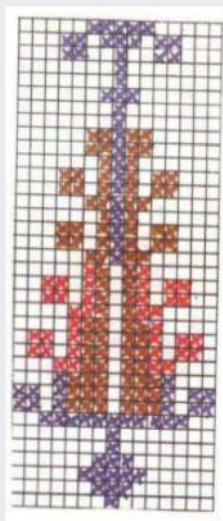


THE FLAME

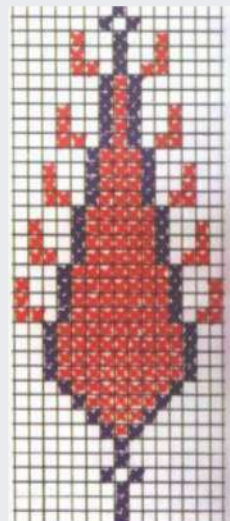
A traditional pattern from Palestine, designed to represent a pinecone. At SEP, the majority of SEP artists coming from Gaza, we embroider the Gazawi version:



Bayt Jibrin



Hebron

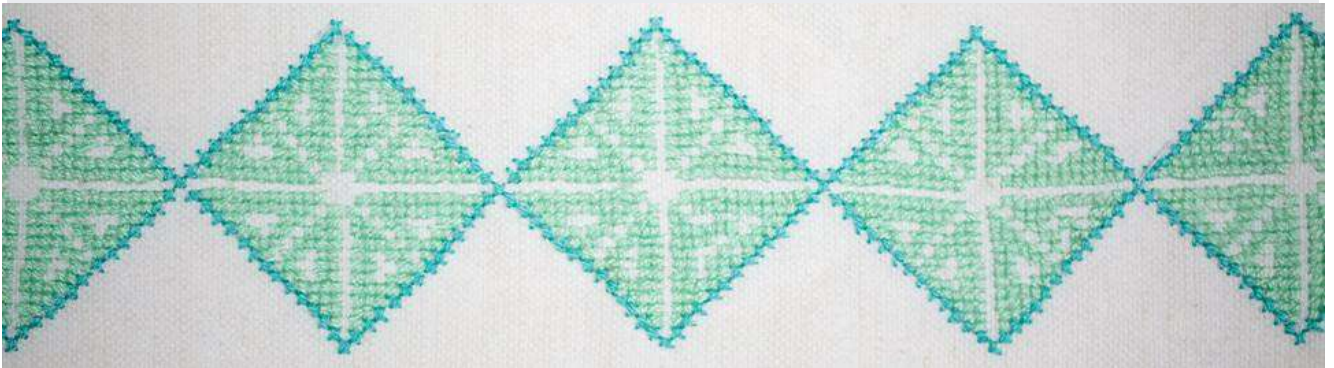


Ramallah

THE LABYRINTH

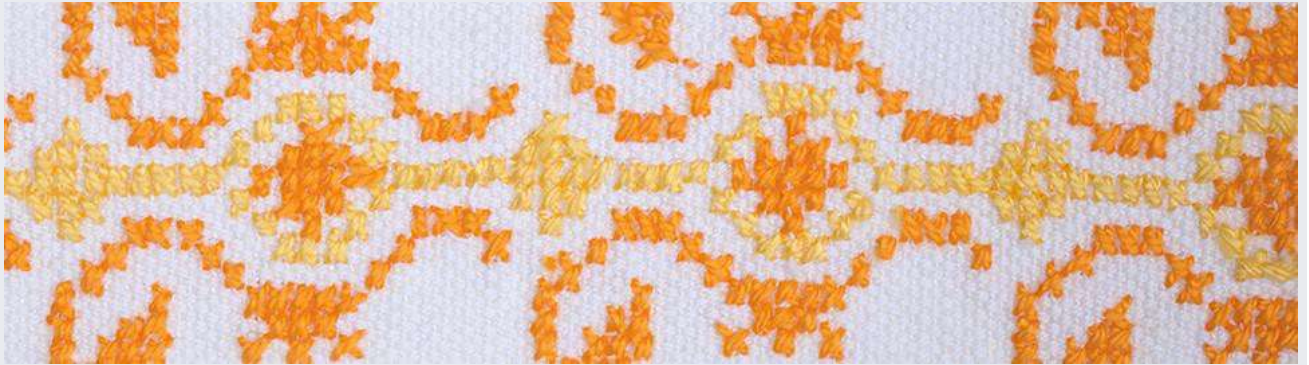
A traditional pattern from Palestine.

"Before the middle of the twentieth century, women in each local region created garments with distinctive types of embroidery and decoration that immediately established the wearer's origin. To those who knew the regional variations in style, patterns, and colors of embroidery, a quick look at a dress was enough to determine the wearer's region and even village. Marital status was also expressed through specific styles of garments that distinguished unmarried girls, married women, widows, and women who wished to remarry".



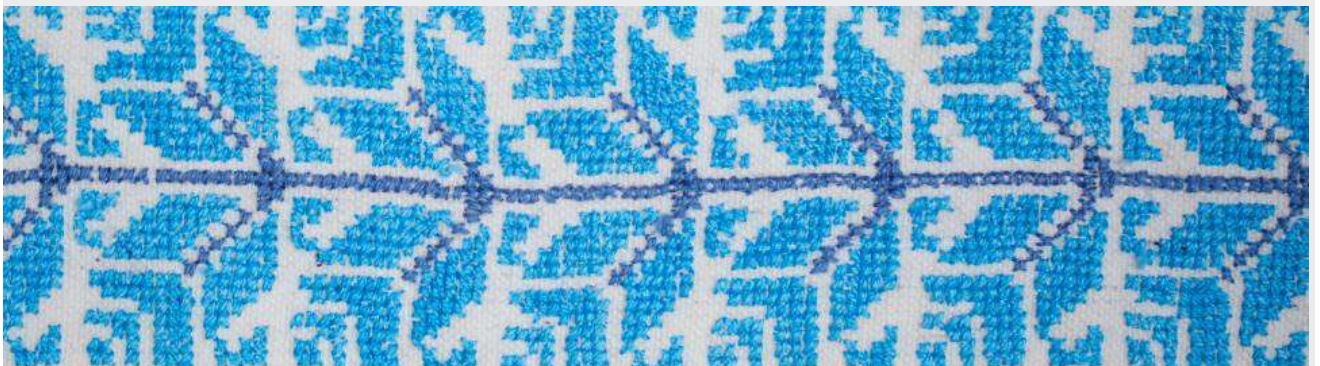
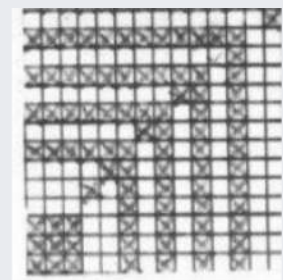
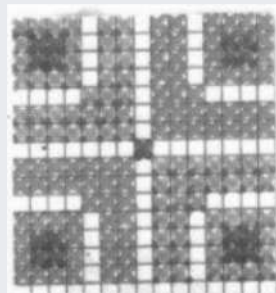
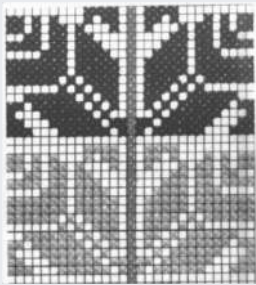
MURANO

A traditional pattern from Ramallah, which SEP declines in different colours and shape formations. We called it "Murano" because on our clutches it reminds us of the intricate shapes of the precious Murano glass chandeliers.



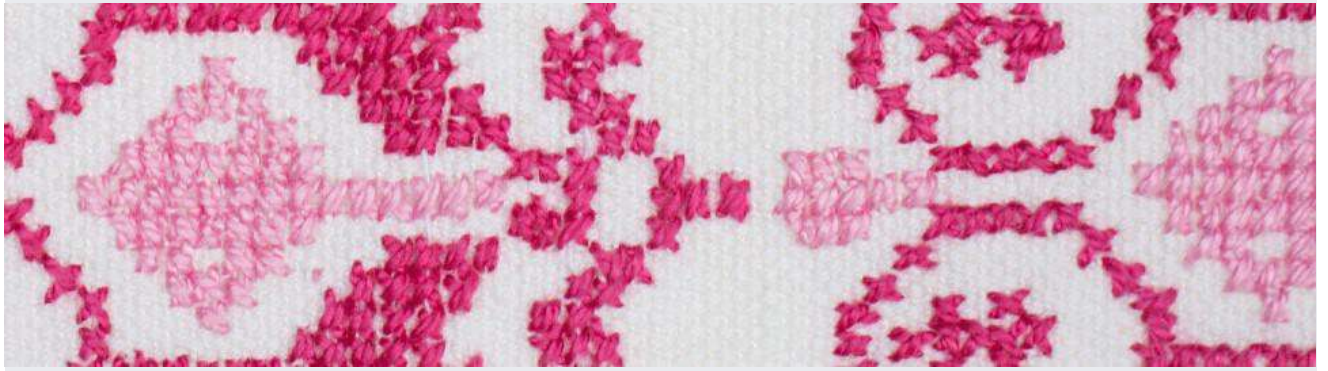
THE ROSE

A traditional pattern from the village of Beersheba, the largest city in the Negev desert. it has many possible declinations (Ramallah variation on the top right).



THE DIAMOND FLOWER

A traditional pattern from Ramallah.



HEARTS IN A SQUARE

A traditional pattern from the Southern Palestinian village of Beersheba.



THE CROSS

A traditional pattern from Bayt Dajan, also known as Dajūn, situated approximately 6 kilometers southeast of Jaffa. Bayt Dajan is thought to have been the site of the biblical town of Beth Dagon, mentioned in the Book of Joshua and in ancient Assyrian and Ancient Egyptian texts.



THE SHOOTING STAR

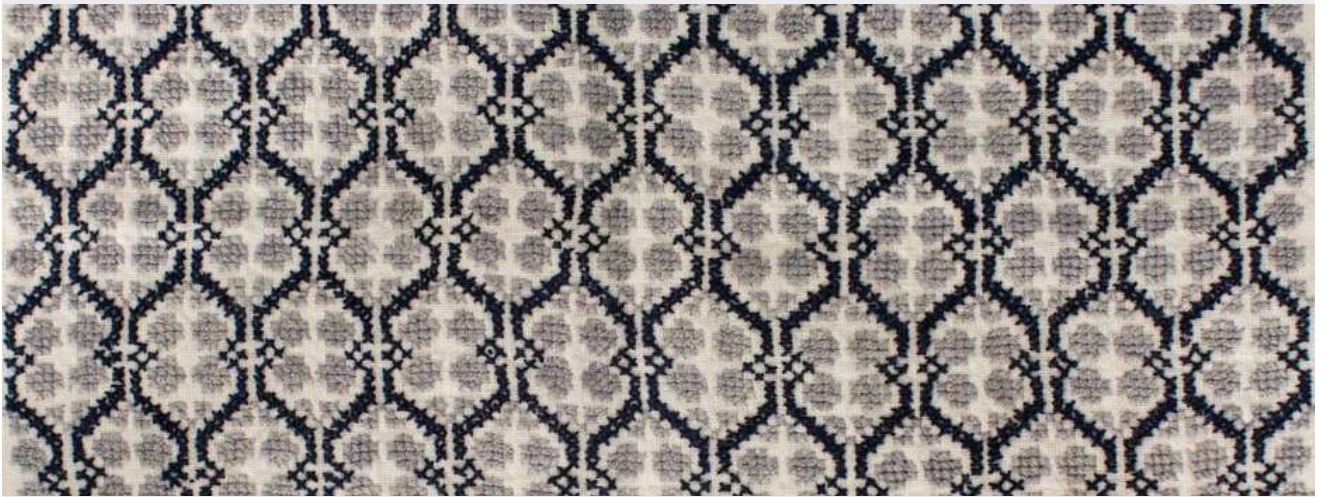
A traditional pattern from 1800-1900's Palestine.

Available in two variations: flower inside (right image) or geometry inside (left image top)



GEOMETRIC HEARTS AND FLOWERS

A traditional pattern from 1800-1900's Palestine.



HOME AWAY FROM HOME

A traditional pattern from 1800-1900's Palestine.



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