

BESPOKE CATALOGUE



J O R D A N



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

SEP Home Collection





DISCOVER OUR PATTERNS

Islamic geometry patterns collection

Alhambra®
Sultan Han®
Koutubia®
Putrajaya®
Al Quds

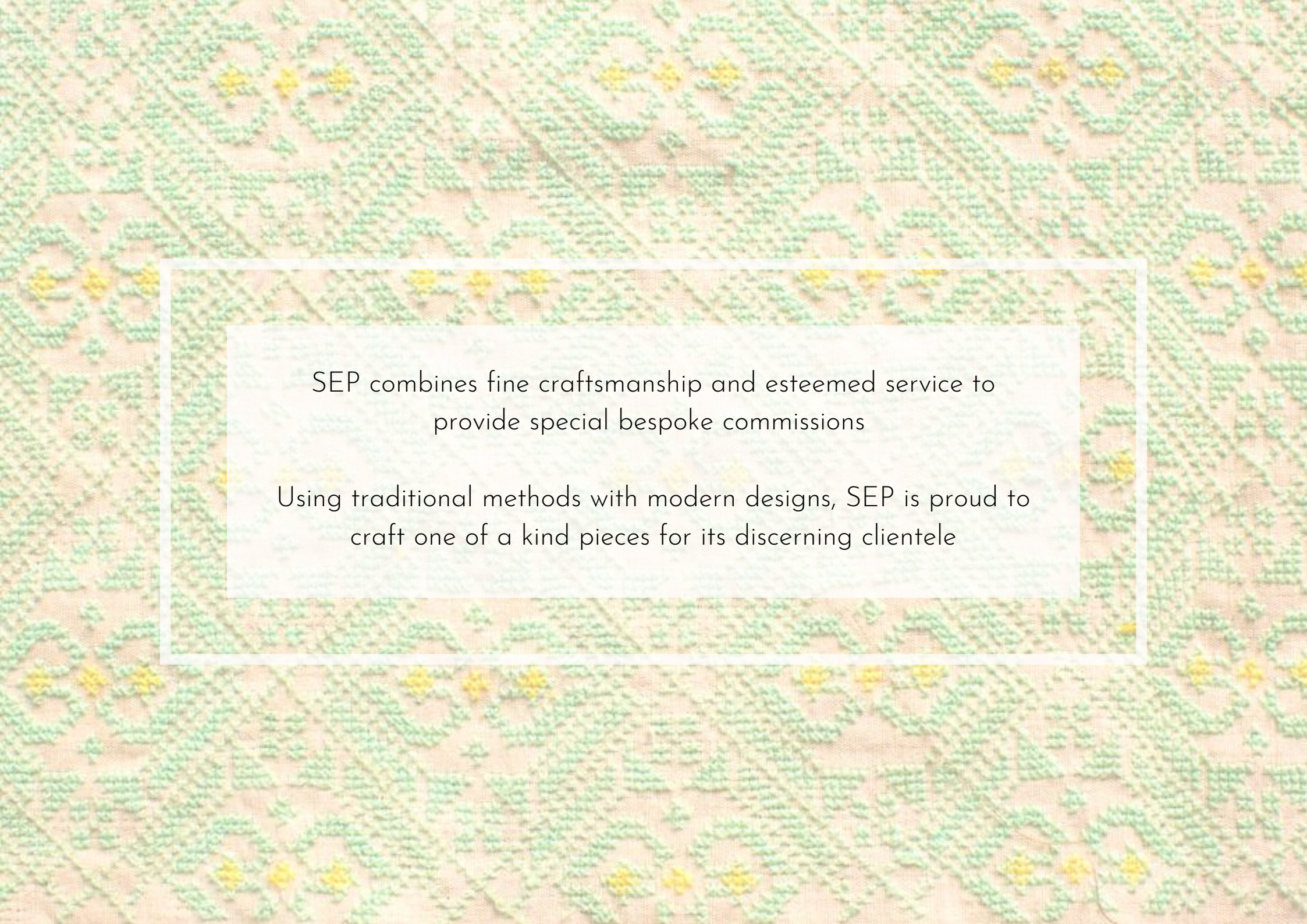
Biblical patterns collection

Mary Magdalene
Ibrahim
Sinead

Palestinian patterns collection

Poppy
Flame
Rose
Star
Murano
Diamond
Labyrinth
Geometry
Cross
Heart
Home

Alhambra Linen Tablecloth



SEP combines fine craftsmanship and esteemed service to
provide special bespoke commissions

Using traditional methods with modern designs, SEP is proud to
craft one of a kind pieces for its discerning clientele



ISLAMIC GEOMETRY PATTERNS COLLECTION

Inspired by ancient Architecture

Islamic geometric patterns are one of the major forms of Islamic ornament. Islam and the concept of beauty are linked to the geometry found in fractals and in vegetation

Art is related to theological and mystical thought: God created nature and in it the divine coexists. It is not by chance that men wanted to resort to or reproduce these patterns in art. It is an attempt to approach God by means of earthly objects

The geometric designs in Islamic art are often built on combinations of repeated squares and circles, which may be overlapped and interlaced, to form intricate and complex patterns, including a wide variety of tessellations

The complexity and variety of patterns used evolved from simple stars and lozenges in the ninth century, through a variety of 6- to 13-point patterns by the 13th century, and finally to include also 14- and 16-point stars in the sixteenth century

The registered patterns Alhambra®, Koutubia®, Putrajaja®, Sultan Han® as well as Al Quds, are cross-stitch adaptations of Architectural masterpieces

Putrajaya and Koutubia Linen Cushions

ALHAMBRA®

Recommended number of colors: 3

The SEP Alhambra® 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 premium fabrics, Alhambra® enables you to make an ethical, beautiful, unique and precious statement



Alhambra® Linen Shawl, Napkin and Tablecloth

SULTAN HAN®

Recommended number of colors: 1-2

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



Sultan Han® Linen Shawl, Duvet Cover and Pillow Case



KOUTUBIA®

Recommended number of colors: 1-2

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 your cushions, canvas bags, pouches



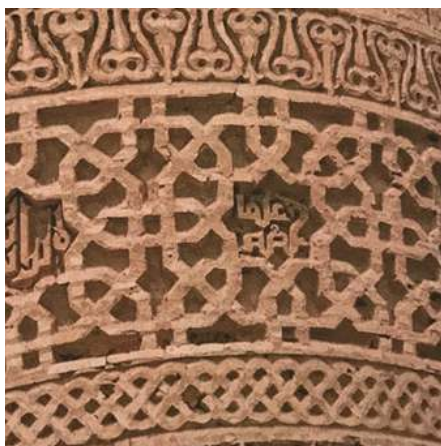
Koutubia® Linen Cushion and Pouch

PUTRAJAYA®

Recommended number of colors: 2

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

Five-star Landmark Hotel in Amman commissioned a bespoke SEP collection of unique, hand-embroidered wall-art, featuring the Putrajaya® pattern for their suites



Putrajaya® Cotton Weekender and Linen Cushion

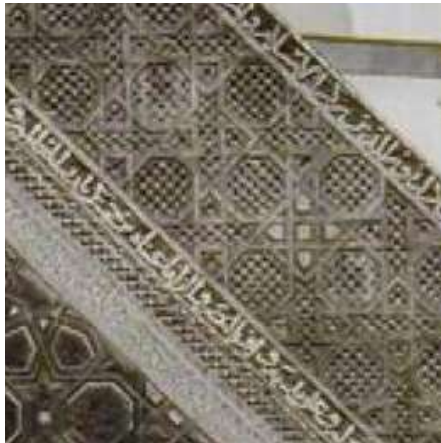
AL QUDS

Recommended number of colors: 1-2

The Al Quds pattern was inspired by a wooden detail on the minbar of the Al-Aqsa Mosque, also known as the Minbar of Saladin, was a notable historic minbar (pulpit in a mosque) inside the Al-Aqsa Mosque in Jerusalem

It was originally commissioned by Nur al-Din in 1168-69 CE in Aleppo, Syria and was later moved to Jerusalem the after the city was conquered in 1187 by Salah ad-Din (Saladin). It was one of the most famous historic minbars of the Muslim world and was considered by scholars to be a highly significant object of medieval Islamic art

Jerusalem is called Al Quds in Arabic



Al Quds Linen Napkins and Tablecloth





WHAT STORY ARE YOU WEARING?

SEP

JORDAN





BIBLICAL PATTERNS COLLECTION

Inspired by Biblical patterns

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

The motives researched by Academy Award Winning Costume Designer Jacqueline Durran have a Biblical reference. They are deeply connected to the history of the region where SEP artists come from, with an evergreen, contemporary feel

The 27 best SEP Artists worked on the embroidery of all costumes in the movie under the direction of Academy Award winner Jacqueline Durran and her colleague Sinead Kidao: Fayza Aljatli, Nada Duhail, Reem Abu Aiadi, Ferial Ayadi, Hanan Abu Haidar, Khulod Tabiqi, Suheir Abu Safrah, Jehan Arada, Fatima Arada, Anoud Saleh, Mariam Abu Eiadeh, Fatima Duhail, Eman Mughrabi, Amna Abu Qleiq, Halima Aljuhari, Huda Abu Jamous, Hanadi Abu Shihab, Hager Abu Amra, Khadija Adil Abu Amra, Susan Delakh, Samar al-Masri, Hind Abu Amra, Eitedal Abu Amra, Fatima Sallam Duhail, Mariam Isa, Ibtisam Ashraf, Raghad Abu Amra. Coordinated by Nawal Aradeh, Ops and Production Manager and Dua'h Syam, project manager



Sinead Cashmere Shawl

MARY MAGDALENE

Recommended number of colors: 1

The Mary Magdalene pattern appears on the veil of Rooney Mara, the main character in the Mary Magdalene movie

"It was an incredibly rewarding experience working with the team of artisans at SEP - their talent far surpassed my expectations. We sent designs and threads to Jordan and what came back were these amazing hand stitched embroideries that had an incredible subtlety and beauty; the result of each woman's unique creativity and skill. The work had a quality that we couldn't have found anywhere else and it became a key part of our creation of the ancient world of the film"

Jacqueline Durran, Head Costume Designer

Mary Magdalene Cashmere Scarf and Linen Shawl



IBRAHIM

Recommended number of colors: 1

This geometric and minimalistic pattern has been embroidered on the clothes of Biblical character Ibrahim

Judea, 33 AD. Mary Magdalene is a faithful young girl from the village of Magdala (close to Galilea Lake) unsure to follow the traditions and destiny reserved to the women, living only as wife and mother, in her wish to be free

Once Mary rejected the marriage proposal of Ibrahim, a family friend, her brother Daniel and her father Elisha ask for the help of Jesus, a healer who was earning fame with his speeches about a kingdom of peace and love free of hate, tyranny, oppression and prosecution. Astonished by the charisma, personality and words of Jesus, Mary actually decided to follow him, despite the opposition of her family

The fabric and color you will select for this pattern can make it rather more earthy or glamorous, lively and vivid or soulful and calm

Ibrahim Cashmere Scarf



SINEAD

Recommended number of colors: 1

A biblical, bold floral pattern which balances femininity with more neutral geometries, creating a bold, contemporary statement

The mood created by the Sinead pattern is relaxing and meditative, but there is an underlying vitality that makes it impactful, without being dominating in any way

The name of this pattern is inspired by Costume Designer Sinead Kidao, who directed the Mary Magdalene work by SEP and made it a truly unforgettable experience for the whole team

Alongside her costume design work, Sinéad created The Costume Directory, an open resource which connects designers and buyers with suppliers and brands who prioritise sustainability, environmental responsibility and fair trade

Sinead Cashmere Shawl






WHAT STORY ARE YOU WEARING?

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JORDAN





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

Francesco of Assisi



PALESTINIAN PATTERNS COLLECTION

Inspired by the Palestinian heritage

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

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

Rose Tree Cashmere Mittens

POPPY

Recommended number of colors: 2

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

Poppy Linen Tea Towel and Bread Basket

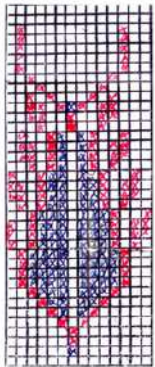


FLAME

Recommended number of colors: 2

A traditional pattern from Palestine, designed to represent a pinecone

Each village developed its own interpretation of the pinecone shape, the most well-known being the Gaza, Hebron and Bayt Jibrin versions. At SEP, the majority of SEP artists coming from Gaza, we usually embroider the Gazawi version



From Gaza



From Hebron



From Bayt Jibrin



Flame Cashmere Triangle and Multicolor Keffiyeh

ROSE

Recommended number of colors: 1

A traditional pattern from the village of Beersheba, the largest city in the Negev desert. It has many possible declinations, which vary village by village. The Biblical site of Beersheba is Tel Be'er Sheva, lying some 4 km from the modern city, which was established at the start of the 20th century by the Ottoman Turks

The city was captured by the British led Australian Light Horse in the Battle of Beersheba (1917) during World War I. In 1947, Bir Seb'a, as it was known, was envisioned as part of the Arab state in the United Nations Partition Plan for Palestine. Following the declaration of Israel's independence, the Egyptian army amassed its forces in Beersheba as a strategic and logistical base. In the Battle of Beersheba waged in October 1948, it was conquered by the Israel Defense Forces



From Hebron



From Hebron



From Be'er Sheba

Rose Linen Shawl and Rose Tree Cashmere Mittens



STAR

Recommended number of colors: 2-3

A traditional pattern from 1800-1900's Palestine

Available in two variations: flower or geometry inside

The perfect mix between geometry and nature-inspired shapes, ideal on tablecloths and runner, it looks stunning on shawls too

Flowers have a language and an essence of their own. It is said that they can directly impact emotional well-being, productivity and even memory: a tablecloth featuring the Star pattern makes you feel like your table is covered in flowers

Picking the fabrics, textures, colours which you feel are right with the Star pattern, can create that sense of joy one feels when contemplating a glorious landscape or a work of art that touches you deeply

Star Linen Napkin and Tablecloth



MURANO

Recommended number of colors: 1-2

A traditional pattern from Ramallah, which SEP declines in different colours and shape formations

We call it "Murano" because it reminds us of the intricate shapes of the precious Murano glass chandeliers

Ramallah (in Arabic Rām Allāh, 'God's Height') is a Palestinian city in the central West Bank about 10 km north of Jerusalem. It currently serves as the administrative capital of the Palestinian Authority



Murano Cashmere Triangle and Four Shades on Grey Keffiyeh

PALESTINIAN PATTERNS

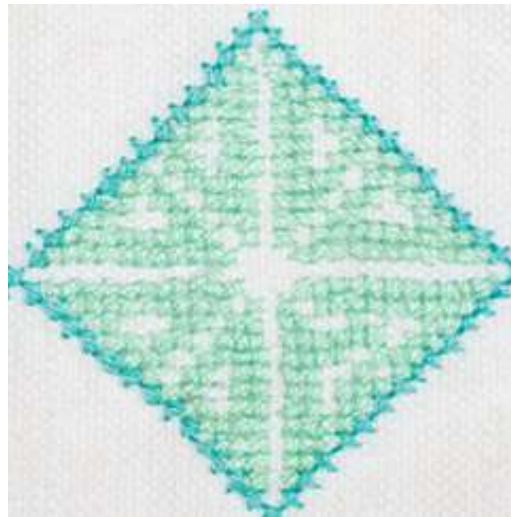
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DIAMOND

Recommended number of colors:
1-2

Origin: Ramallah



LABYRINTH

Recommended number of colors:
2

Origin: Beersheba



GEOMETRY

Recommended number of colors:
2

Origin: Palestine

PALESTINIAN PATTERNS

continued



CROSS

Recommended number of colors:
3

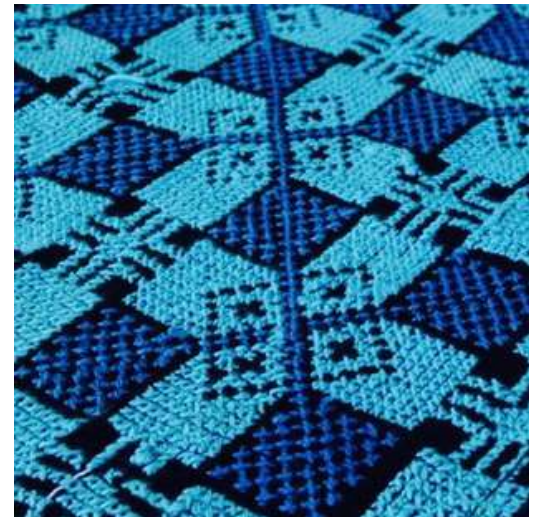
Origin: Gaza



HEART

Recommended number of colors:
2

Origin: Bayt Amr



HOME

Recommended number of colors:
2

Origin: Palestine



WHAT STORY IS ON YOUR TABLE?

SEP

JORDAN

Certified

Corporation

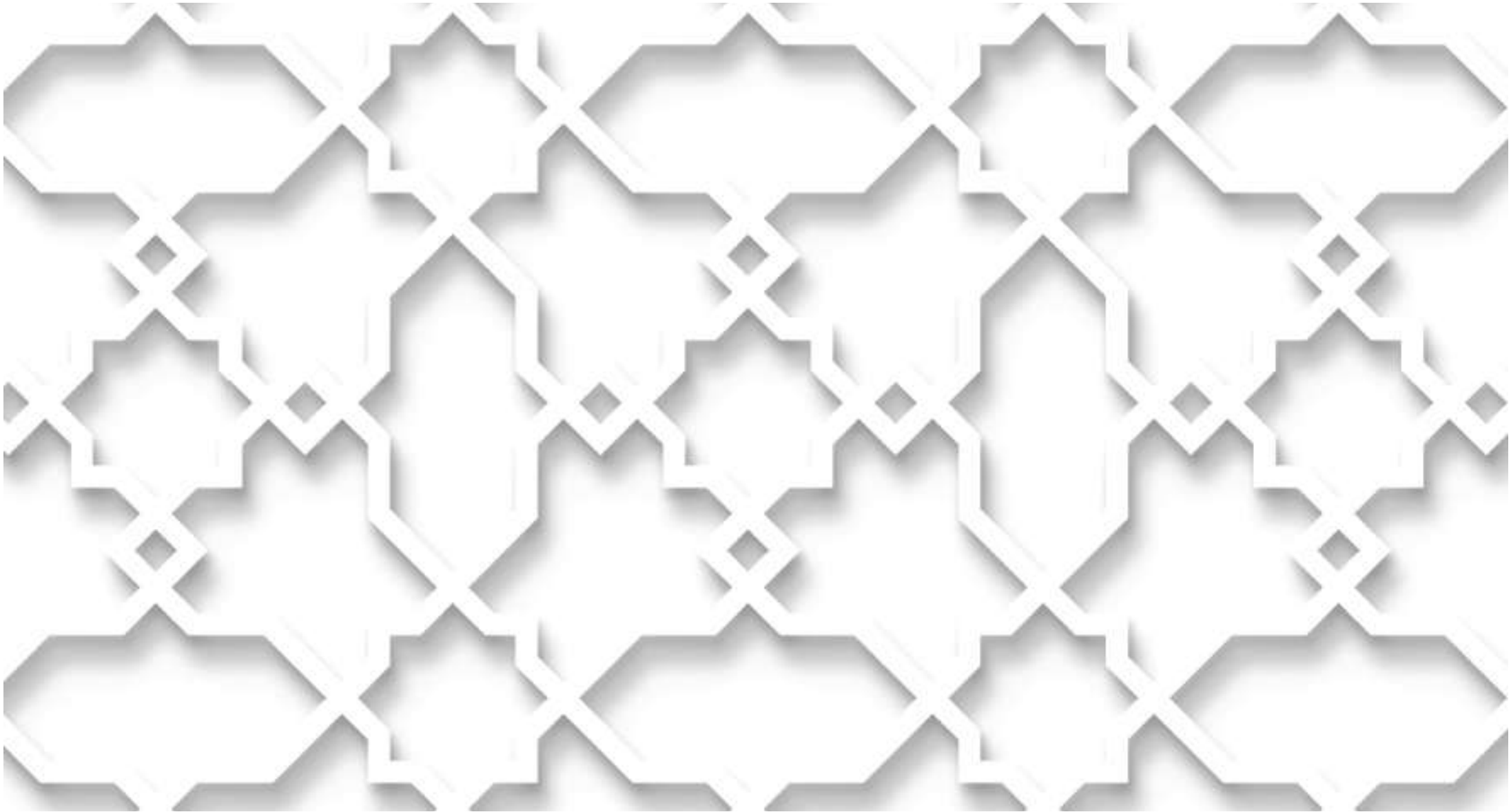


THE SEP ARTISTS

5 of the 500+ superheroes behind the brand



Asma Nawal Fatima Asma Najah
At the SEP workshop



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