




**SEP**

J O R D A N

# THE CASHMERE LOOKBOOK





Italy's atmosphere and landscapes inspire the SEP  
Fall-Winter 2021 Collection  
Modern design fusion with traditional craftsmanship  
brings to life timeless, unisex creations  
Tradition is not old. Tradition is modern identity



# THE 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



**WE TELL  
OUR STORIES,  
AND HOW YOU WEAR  
THEM IS YOUR MESSAGE**



# DISCOVER THE SEP FALL WINTER 2021 COLLECTION

**Cashmere Color Stories | capra hircus laniger**

Beige


Rhum

Khaki

Notte Blue

Gray





We use the finest Cariaggi Cashmere sourced sustainably from Inner Mongolia

SEP hand-embroideries create a sustainable path to economic and emotional independence for hundreds of women & their families

Something you can feel through the energy of the pieces as you hold them and wear them







**BEIGE**

FW 2021



**BEIGE**

FW 2021





# BEIGE

FW 2021

## Mittens



Sage Sinead  
One Size



Navy Tree  
One Size

## Beanie



Sage Sinead  
One Size



Navy Tree  
One Size

## Triangle



Sage Sinead  
80x80x140cm

## Scarf



Sage Sinead  
40x175cm



Navy Ibrahim  
40x175cm

## Poncho



Sage Sinead  
One Size



Beige Alhambra®  
One Size

## Shawl



Sage Sinead  
60x180cm



Beige Alhambra®  
60x180cm



RHUM

FW 2021





# RHUM

FW 2021



**RHUM**

FW 2021





# RHUM

FW 2021

## Mittens



Vanilla Sinead  
One Size

## Beanie



Vanilla Sinead  
One Size

## Triangle



Vanilla Sinead  
80x80x140cm

## Scarf



Vanilla Sinead  
40x175cm

## Poncho



Vanilla Sinead  
One Size

## Shawl



Vanilla Sinead  
60x180cm



Burgundy Tree  
One Size



Burgundy Tree  
One Size



Burgundy Ibrahim  
40x175cm



Burgundy Alhambra®  
One Size



Burgundy Alhambra®  
60x180cm

# KHAKI

FW 2021





**KHAKI**

FW 2021



**KHAKI**

FW 2021





# KHAKI

FW 2021

## Mittens



Champagne Tree  
One Size

## Beanie



Champagne Tree  
One Size

## Triangle



Champagne Ibrahim  
80x80x140cm

## Scarf



Champagne Ibrahim  
40x175cm

## Poncho



Champagne Alhambra®  
One Size

## Shawl



Champagne Alhambra®  
60x180cm



Black Tree  
One Size



Black Tree  
One Size



Black Ibrahim  
40x175cm

# NOTTE BLUE

FW 2021





# NOTTE BLUE

FW 2021



# NOTTE BLUE

FW 2021





# NOTTE BLUE

FW 2021

## Mittens



Navy Sinead  
One Size

## Beanie



Navy Sinead  
One Size

## Triangle



Flame  
80x80x140cm

## Scarf



Navy Ibrahim  
40x175cm

## Poncho



Navy Sinead  
One Size

## Shawl



Navy Sinead  
60x180cm



Light Gray Tree  
One Size



Light Gray Tree  
One Size



Light Gray Sinead  
40x175cm



Autumn Alhambra®  
One Size



Autumn Alhambra®  
60x180cm



# GRAY

FW 2021





**GRAY**

FW 2021



**GRAY**

FW 2021





# GRAY

FW 2021

## Mittens



Fucsia Sinead  
One Size

## Beanie



Fucsia Sinead  
One Size

## Triangle



Fucsia Sinead  
40x175cm

## Poncho



Fucsia Sinead  
One Size

## Shawl



Fucsia Sinead  
60x180cm



Light Gray Tree  
One Size



Light Gray Tree  
One Size



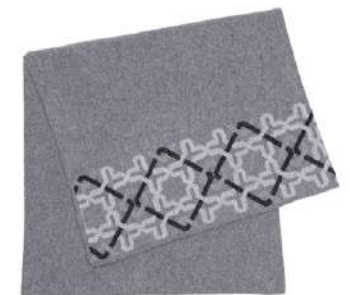
Light Gray Ibrahim  
80x80x140cm



Light Gray Ibrahim  
40x175cm



Gray Alhambra®  
One Size



Gray Alhambra®  
60x180cm



# CASHMERE | capra hircus laniger

## RASATO EVANESCENTE

Cashmere is a synonym with luxury and comfort. All SEP creations are Made in Italy using the fine natural fibre obtained by combing the coat of the Capra Hircus Laniger. This precious goat lives in a habitat featuring significant changes in temperature between the day and night, leading to the development of a finer undercoat than most, known as “down”. This noble fiber (down) develops in very specific areas in China and Mongolia, where our supplier selects only the best quality and then processes it in Italy using leading-edge technology, to transform it into a precious yarn.

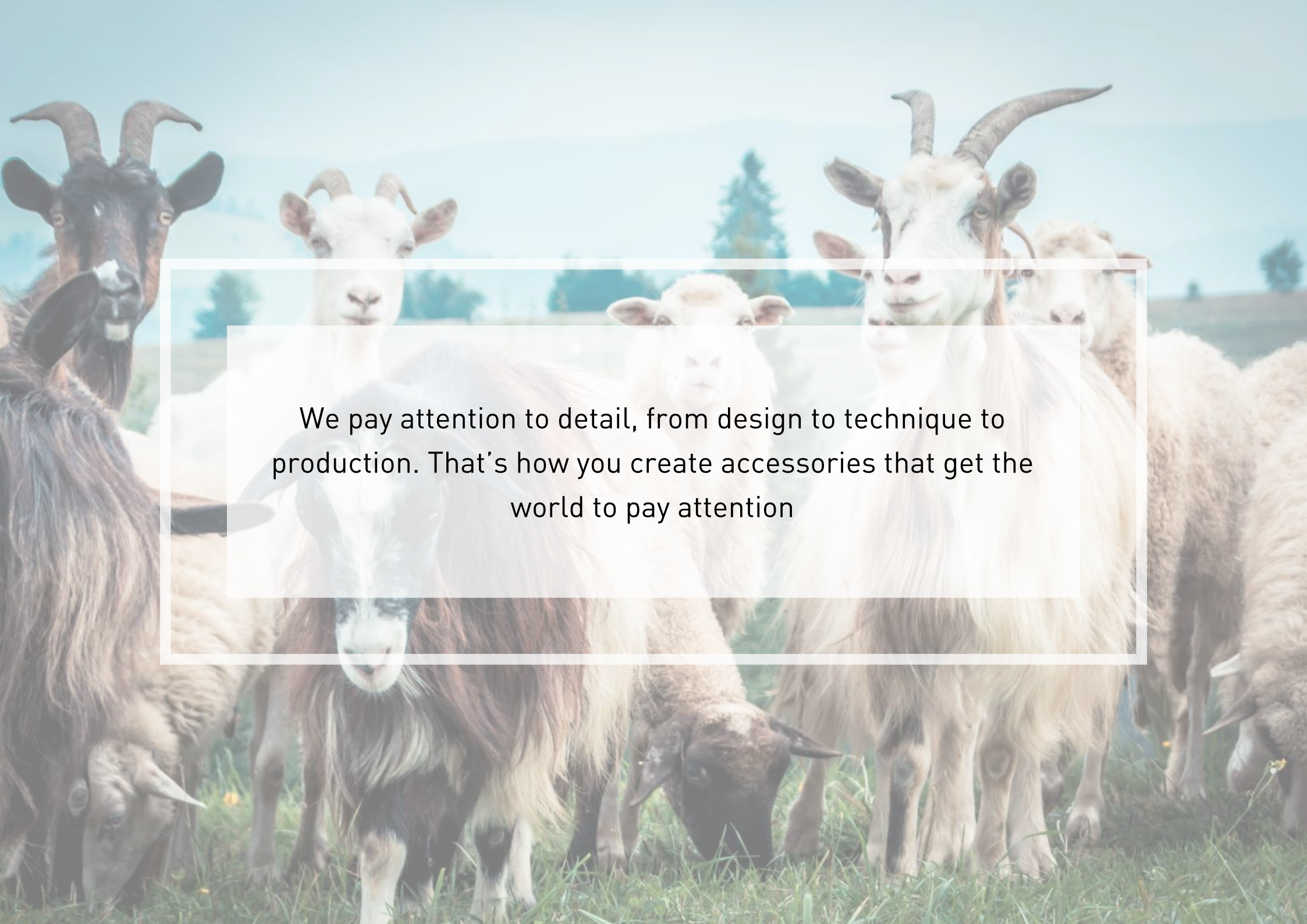
In spring, the goats’ moulting season, our yarn suppliers comb the down delicately for a maximum of 20 minutes per animal, every three to four weeks, in order to naturally gather the precious fiber which they then turn into yarn.

Our Italian weaving supplier, a family-run company based in Umbria and one of the suppliers to luxury Italian names such as Brunello Cucinelli, creates the SEP pieces using the “rasato evanescente” technique: warm, yet incredibly light-weight.

The extraordinary properties of lightness, softness and temperature adjustment - with a natural insulating power (up to 10 higher than wool) - make our cashmere creations perfect for any season.

To our knowledge, SEP are the first company to have developed a way to hand-embroider on rasato evanescente, thanks to the incredible skill and talent of our Artists.





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





# WHAT STORY ARE YOU WEARING?

SEP

JORDAN





# THE SEP ARTISTS

5 of the 500+ superheroes behind the brand



**Asma**

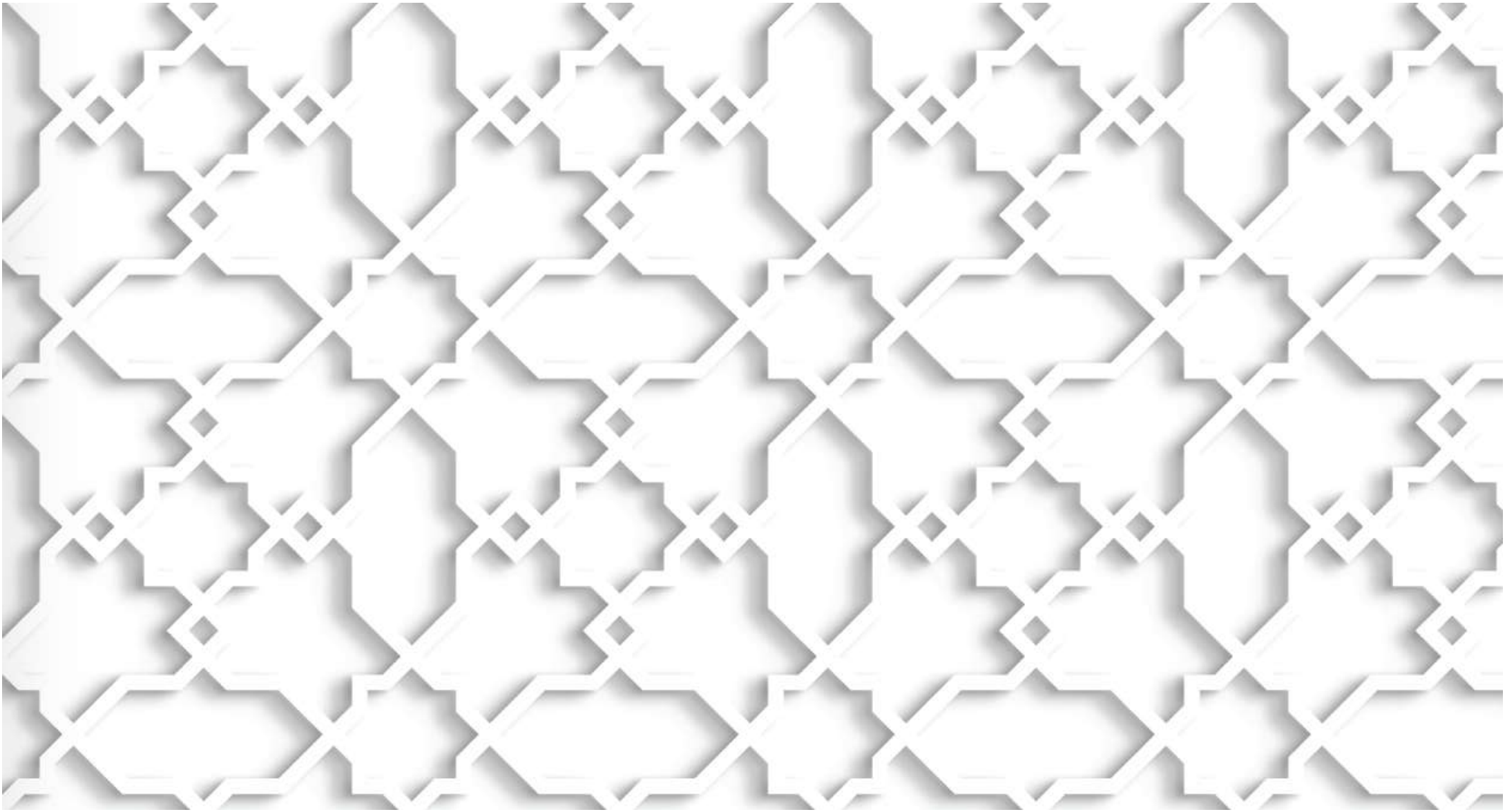
**Nawal**

**Fatima**

**Asma**

**Najah**

At the SEP workshop



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