

Certified



Corporation

WINTER 2021

S E P

WHY BUY MASS-MADE WHEN YOU CAN IMPACT PURCHASE?



The impact of your SEP gifts	3-5
Cashmere	6-48
Linen Shawls	49-50
Accessories.....	51-64
For The Home.....	65-73

Each item is wrapped in its SEP cotton bag, carrying a SEP factsheet and the signature of the artist who embroidered it.

OUR MISSION

To bring thousands of refugees above the poverty line, empower women to become change-markers and have a positive impact on their community and the world.

In doing so, SEP changes the perception of refugees worldwide.

OUR VISION

Consumers are now more conscious than ever about making ethical purchases. Ethical Luxury, ie Luxury with a purpose, will become increasingly relevant in the fashion panorama over time.

When you buy a SEP creation, you make a concrete change in the lives of talented craftswomen, providing them not only with self-sufficiency but also a sense of pride, self esteem and dignity.



USING BUSINESS AS A FORCE FOR GOOD.

A B Corp since 2020: proud to be part of a global movement of like-minded businesses pushing for change.

The B Corp certification was both a confirmation of the value of our journey since 2014, as well as giving us much to work towards for the future.

Being part of the B Corp community means we are morally and legally committed to prioritising our responsibility to society and the environment, standing shoulder to shoulder with others who share our values; learning from each other and collaborating to do things the right way.

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SEP

SUSTAINABLE DEVELOPMENT GOALS

SEP Jordan directly advances 6 of the 17 SDG's, designed by the United Nations to achieve a better planet by 2020.

SEP Jordan set out to engage the world in healthy discussions around the potential of refugees and the impact our purchasing decisions and the power that each of us has to make a real difference.



THE GLOBAL GOALS



Forbes

This Startup is Helping Middle East's Female Refugees by Reviving an Ancient Craft

"At the beginning, there was huge skepticism," Ventura says. "But once we started selling our embroidered jute totes in Europe, a complete change in atmosphere took place. Now every SEP artist is proud to be part of the brand and the team. They started making plans again and many are working their way out of debts and other problems, which had been troubling them for years."

Ventura says that the project's international success and growing portfolio of global media praise have empowered the SEP artists and have made their story known across the world. With salaries that are three to six times higher than the minimum wage in Jordan's garment sector, the monthly income of each artisan can vary between \$5 and \$350 based on the amount of work she chooses. Meanwhile, SEP has doubled its income every year since its inception – sales were reported at around \$120,000 in 2016.

The team has also grown significantly. In just five years, the team now consists of 300 artists between the ages of 18 and 56. Even though each of the artisans come from a long bloodline of embroiderers, they still have to undergo training at the SEP-Tamari Academy, which is financed through private investment. Since the company's inception in 2013, its growth plan has been partly reliant on grant funding and in-kind support; nonetheless, it is expected to become completely self-funded within the next two to three years.

Today, the SEP's products are stocked at Harrods while it has its own shop-in-shop at the Marina Anouilh Showroom in Gstaad. Recently, the company celebrated an additional milestone as its products debuted on the silver screen through the Hollywood flick *Mary Magdalene*.

With that said, the team is currently focused on their next step. Along with their expanding presence in Jerash camp, SEP Jordan is set to venture into Azraq camp, where a group of Syrian refugees will certainly add new interpretations to the upcoming collections of fashion and home products.



BAZAAR

Hollywood Film Features Works By Palestinian Refugee Craftswomen

Philanthropy meets art meets global outreach through the incorporation of generationally-learned embroidery skills of female Palestinian refugees from the SEP Jordan Jerash Camp in the March-release of *Mary Magdalene*

With organisations such as **81 Designs** working to improve the lives of skilled female refugees, as well as organisations such as **Tiraz: Widat Kawar Home for Arab Dress** highlighting historical and contemporary interpretations of Palestinian embroidery, works of craftswomen have been reaching broader platforms.

81 Designs, for instance, showcases its refugee-contemporary artist collaborations at **Art Dubai** every March, and most recently, ethical brand **SEP Jordan** is working with the Universal Pictures film *Mary Magdalene* to bring into focus craftwork by women refugees.

Empowering female artisans by offering them a sustainable income that maximises on their natural skillset, SEP Jordan was launched by Roberta Ventura in 2013 with the motto "Every Stitch Tells A Story". Thus far, Ventura's initiative has helped an estimated 300 women improve their living circumstances as well as boost morale, facilitating their growth by providing training to reinforce techniques dating back to the 1800s.

While the women work on a range of specialty products available for sale through the organisation, the specific incorporation of **hand-embroidered** costumes and linens by 27 women on the film has had additional personal resonance as it speaks to a land and history from which they are associated.

Working alongside award-winning costume designer **Jacqueline Durran**, the Jerash camp-based women have provided history-rooted designs of their own *carre blanche* inspiration that will play a key role in authentically representing an ancient world.

Mary Magdalene will star **Joaquin Phoenix** and **Rooney Mara** and is due to be out on 16 March 2018.



GIFT GUIDE

HARPER'S BAZAAR

DECEMBER 2021 / JANUARY 2022

WOMEN OF THE YEAR



£377
Medea



Vanilla Nomad, £180 for 100ml
Sana Jardin



Georgica scented candle, £60
Nette



£995
Stelar



£165
Auree for Little Village

Travel mug, £85
Saint Laurent by Anthony Vaccarello

Necklace, £910
Annoushka for Prince's Trust



£262
Re/Done for the EMF



£75
Fine Cell Work



£65
Toms



£55
Pandora for Unicef



£620
Victoria Beckham x Woolmark

£99
CLEd for We Act and Black Future Labs



...rned with a
...ndon, while a knitted
... ensures she
... accessories will
...o equip her with a
...of Toms, from
... organisations.



About £280
Nannacay

Metal straws, £170
for two
Saint Laurent by Anthony Vaccarello



£110
Indego Africa at Akojo Market



£445
Neous x We Are Human for Blueprint for All



Poster, £25
Actively Stand Against Injustice



Handbag, £1,880
Louis Vuitton



£155
Sep Jordan

£430
Bulgari for Save the Children



£105
Chylak

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CASHMERE



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BOUTIQUE

Rue Vautier 31
1227 Carouge

CONTACT

info@sepjordan.com

WEBSITE

www.sepjordan.com