



SEP JORDAN AND THE ALPINA GSTAAD PARTNER ON POP-UPS

Award-winning Swiss Alpine Resort To Display Fashions Created By Craftswomen Refugees

SWITZERLAND, Geneva and Gstaad, July 13, 2020 – The Alpina Gstaad and SEP Jordan a fashion and lifestyle business with a focus on social impact has partnered on a series of pop-ups that kicked off on July 10, 2020 at the award-winning Swiss Alpine resort. Over four weekends in July and August, the resort’s guests will be able to purchase beautiful hand-embroidered fashions and accessories made by craftswomen who happen to be refugees.

Headquartered in Geneva, SEP (Social Enterprise Project) Jordan was the first Jordanian company to set up in Jerash Gaza Camp. The company works with artists and craftswomen supporting this underprivileged and marginalized community of more than 50,000 refugees.

Community development is at the core of The Alpina Gstaad’s philosophy and positioning. The resort offers a platform where dialogue on some of the world’s most stigmatized and imminent issues can take place. Through this partnership, the resort will be supporting six of the 17 Sustainable Development Goals (SDGs) as laid out by the United Nations (No Poverty, Good Health and Wellbeing, Decent Work and Economic Growth, Reduced Inequalities, Responsible Consumption and Partnerships for the Goals).

The inspiration behind SEP Jordan was to transform this fashion category by introducing a brand that sells unique stories. These stories of the refugees, who are the artists creating the fashions and accessories, enrich the products they make and give them meaning. Each craftswoman chooses her own colors and patterns,



delicately hand-embroidering each piece. They are artists whose skills can be traced back generations.

“Our aim is for The Alpina Gstaad to serve as an incubator bringing unusual experiences to our guests with activities that are aligned with our values,” explained General Manager Tim Weiland. “Our guests are discerning and curious, and we as hoteliers look to satisfy, to anticipate their curiosity. These one-of-a-kind hand-embroidered fashions and the stories they tell should spark their interest,” Weiland said.

“Working with organizations which share our vision to enhance the SDGs, such as The Alpina Gstaad does, takes us one step closer to fulfilling our mission. The SEP Jordan mission is to bring thousands of refugees above the poverty line thanks to their skills and talent, within respectful working conditions with care for the environment and introducing the concept of mutual happiness. The SEP Jordan artists have experienced countless calamities over the last decades and live in a challenging environment, which many would struggle to cope with. At SEP Jordan, we build partnerships that bring dignity and hope back to the lives of the artists and their community. Our partnership with The Alpina Gstaad is built on our common love of sustainability, positive impact and the wellbeing of those we work with,” explained Roberta Ventura, Founder of SEP Jordan.

The fashions and accessories will be on display at The Alpina Gstaad July 17 to 19, July 31 to August 2 and August 7 to 9.

For more information, go to [SEP Jordan](#) and [The Alpina Gstaad](#)

About The Alpina Gstaad

The Alpina Gstaad is set on five acres in Oberbort, the exclusive hilltop area of the village, which is in Saanenland in the heart of the Bernese Alps. Since its inception, The Alpina Gstaad has been ahead of the curve in sustainable practice. Indigenous wood and stone, local craftspeople and recycled materials were involved in the property’s construction. The Alpina Gstaad strives to do its part in every detail for responsible conduct in energy. The property employs a mix of ecological power sources, and reduces yearly consumption through hydroelectric strategies, central heating generated from the Saanen community plant fueled by wood chips, sensor-driven air conditioning and heating systems and pools partially heated with reclaimed energy.



THE ALPINA
GSTAAD

Part of a CHF300 million-luxury development which includes private chalets and apartments, the luxury hotel has three restaurants: Restaurant Sommet, a Michelin-starred restaurant (18 Gault Millau points) serving contemporary cuisine; Megu, a Michelin-starred Japanese restaurant (15 Gault Millau points), and a traditional Swiss stübli. There is a 21,000 square foot Six Senses Spa (Switzerland's only Six Senses Spa), indoor and outdoor swimming pools, The Alpina Lounge and Bar, wine-tasting room, private cinema, cigar lounge, a ballroom and 2 boardrooms. The 56 spacious rooms and suites – all with balconies – range from 333 square feet to 4,305 square feet.

A member of Virtuoso and part of the Legend Collection of Preferred Hotels and Resorts, the resort is also a member of Swiss Deluxe Hotels. It has partnered with EarthCheck, the world's leading scientific certification group and is a member of the NOW Force for Good Alliance, an organization aiming for transparency in sustainability in the hospitality industry.

About SEP Jordan

A social enterprise - SEP Jordan aims to bring thousands of refugees above the poverty line through training and employment. Founded in 2013 by Italian **Roberta Ventura**, a former banker turned Social Entrepreneur, SEP is run out of Geneva, Amman and the Jerash Refugee Camp. It's a luxury lifestyle brand: a fusion of Italian style with the best Middle Eastern Craftsmanship. Today over 500 artists work with SEP in Jordan. They create timeless hand-embroidered home accessories: a cushion takes up to 4 weeks to embroider; a cashmere throw takes over 5 weeks. It takes time to create a perfect work of art, but when it is ready, it lasts a lifetime.