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THEY BECOME A FASHION ICON. THEY LIVE UNIQUE LIFESTYLE SO THAT IT WOULD BE A CLASS FOR OTHERS. WHEREVER THEY GO THEY BECOME FACE OF GLOAMOUR.









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BOLD AMBITION

London College of Fashion graduates Henrietta Rix, 26, and Orlagh McCloskey, 28, quit their jobs as buyers at Asos in 2015 and four months later Rixo was born.

"That summer we spent every single day talking fashion editors, showing them our samples," Henrietta tells HFM when we meet the duo at their small mess beatquarters in south-west London.



high-quality hand-drawn insiders. "At first we were not everyone in the industry that's worn the [Rixo] cars [in Cheshire] when Ireland," Henrietta and Orlagh's vision was to create vintage-inspired, boldly printed pieces with affordable price points. "We just saw a gap in the market," says Orlagh. The label now sits in Selfridges and a pop-up store. "We always wear things from vintage fairs, and friends would love to see our outfits when we put them up. They wouldn't necessarily be interested in the range, whereas we'd like to see the best friends of both tall, with blonde hair and curly, sun, wearing braces. They got braces together in school," they say in a soft Irish accent. "It was before we were in our 20s, but it's funny that they're crying together now." Henrietta says.

"In three months, it's become a real success story for our own fashion brand and they have really had to be the first two years [of partying] all it was happening."

Orlagh tells us in a soft Irish accent, "right from the start the entrepreneurial pair of family and friends willing to sample the goods from our university are obsessed by it, six of our best friends went to France this summer and all of them went out with Rixo. They looked gorgeous," says Henrietta. "I have four older brothers and all their wives are in the label. My sisters-in-law see the men love it just as much as them."



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NEW TRENDS FOLLOWED BY THEM BRINGS IN NEW STYLE AND UNBELIEVABLE CHARISMA THAT EVERYONE



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