



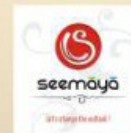

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NEW TRENDS FOLLOWED BY THEM BRINGS IN NEW STYLE AND UNBELIEVABLE CHARISMA THAT EVERYONE



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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 Rix was born. "That summer we spent every single day stalking fashion editors, showing them our samples," Henrietta tells HFM when we meet the duo at their small news headquarters in south-west London.



high-quality hand-drawn insiders. "At first we thought we were two people in the industry but it wasn't the case (in Cheshire) or (in Ireland)," Henrietta and Orlagh's vision was to create vintage-inspired, boldly printed sarees with affordable price points. "We just saw a gap in the market," says the label now based in Selfridges Net-a-porter. "We always wear things from vintage fairs, and our friends would love outfits when we showed them up. They wouldn't necessarily be interested in the saree, whereas we loved that."

The best friends, both tall, with blonde hair and currently, um, wearing braces. "I got braces together with Orlagh," they say in a soft Irish accent, before laughing in laughter at the irony that they're putting everything together. "Right?" Henrietta says.

"Three months," which become their own fashion brand and they have really have to be the first two years, [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 went to France this summer and all of them went out with Rix. They looked gorgeous," says Henrietta. "I have four older brothers and all their wives are in the label. My sister-in-laws say the men love it just as them."



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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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