



# Alex

Alex Eagle

The term “eagle-eyed” finds new meaning in curator and retail guru Alex Eagle. Cool, collected and oh, so chic. Known for her eponymous store, Alex Eagle Studio, in London’s Soho, and her collection of conceptual shopping experiences, The Store, in London, Oxfordshire, and Berlin, it is clear upon meeting Alex in her natural habitat—a loft apartment above the busy streets of Soho—that there is a reason her opinion and careful selections are some of the most coveted in the creative industries.

Whether it be the perfect placement of a plant pot, or the designing of her own products, the logic with which Alex navigates every decision is signified by the attention to detail that she applies to every space she is entrusted with. Exemplified perfectly today by the towering cactus in the corner that has been playfully reimaged as a hatstand, it sees her deconstruct the familiar to reimagine it as something different or understand it in a different context.

The namesake designer of her own luxury clothing and homeware (which is utilitarian in intention, “with an actual functionality,” she says), Alex is uninterested in designing clothes to the restraints and deadlines of the typical fashion calendar. Instead, she seeks out longevity in the highest quality design and materials, taking the time to ensure that every aspect is perfect before the item is offered for sale for an indefinite amount of time.

Alex’s eye developed as a buyer for Joseph, refining her know-how with stints at *Harper’s Bazaar* and *Tank* magazine, before developing her space in Soho, an inviting design and retail oasis. Alex lays out a path of instruction for her devotees, on how to curate your own luxurious living space. It’s one she has toiled over since

she was little, when her mother would find her in her bedroom, moving around her furniture in the middle of the night “with a very serious face...Until the next week when I’d move it all around again. I always liked seeing things in a fresh way.”

Alex’s style obeys a few simple laws; it is less about the things you accumulate than about the life of those things. “Often there’s no need to change things in life, you can work with what you have,” she says. Her knack for curation obeys the logic of minimalism, imbuing items with a new lease

under new light or surroundings. It is this Kondo-like sense of wonder for the simple that gives, in Alex’s words, “so much joy.”

The “feel” of things lies at the core of Alex’s concept; her store mimics the pleasure of nosing through the shelves of an especially chic friend’s collectables. She found her own so coveted