

RIXO

[HERO IMAGES]

AW23 COLLECTION: THE GODDESS OF THE NILE

Today, vintage-inspired British brand RIXO showed its **AW23 collection; The Goddess of The Nile**, amongst the rich history of the Booking Office 1869.

A first for the brand, RIXO stepped away from its classic presentation format and showed a **catwalk and presentation hybrid** (for an hour, instead of the typical two). The collection includes more **true-occasion pieces and gowns**, first introduced in AW22; a growing area and focus for the brand as it enters its eighth year. The collection is on sale from September and retails in **sizes UK 6-24; size diversity being something the brand is championing**.

“This collection is really significant for Henrietta and I. We’ve gone back to our roots and focused on an extension of our RTW range of true-occasion RIXO pieces filled with beautiful styles designed to make you feel amazing. We’ve put significant investment in-house to develop our fabrics and perfect our fits, ensuring we’re doing what we do best.”

Orlagh McCloskey, RIXO co-founder

Inspired by the **techniques, symbols and colours found in ancient Egyptian times**, the collection involves more **elevated and intricate technique development than any previous**. **Heavy embellishments** feature throughout, **with hand-embroidered dresses** inspired by **Art-Deco and Egyptian patterns**.

Key print stories include ‘**Ombre Bloom**’, a **beautiful hand-drawn floral artwork using oil pastels and inks**, ‘**Klimt Stamp**’, based on an antique jewellery box found in Portobello vintage market. ‘**Topaz Dream**’, is a **fun and conversational print**, which was hand-painted by co-founder Orlagh McCloskey, a modern, RIXO take on ancient Egyptian Hieroglyphics. ‘**Cleo Patchwork**’ is a reimagination of the **traditional technique ‘Assuit’**, created with **foil printing burnt out velvets and hand-painted geometric patterns**.

“This collection showcases our new venture into those red-carpet, big energy party pieces that we first launched at the end of 2022. It’s so nice to finally see all the design team’s hard work come into fruition.”

Henrietta Rix, RIXO co-founder

80’s glam inspiration runs throughout the collection in both the **shapes and silhouettes** - with references to **RIXO muse, Kate Moss’ iconic vintage style**. This collection introduces more **mini-length dresses and cut-outs**, with co-founders **Henrietta and Orlagh predicting high opulence and glamour for AW23**. Standout new styles from the collection include the **RICKY** -

which has a flattering square neckline and cut-outs at the waist, **SAMIRA**, a **90's inspired halter neck gown with a delicate rose corsage** and finally, **PERRI**, a one-shouldered, show-stopper mini.

– ENDS –

Please contact josiesmith@rixo.co.uk & georgialong@rixo.co.uk for any press requests

Notes to Editors

[SHOW ASSETS - LINKED HERE](#) (includes press release, cut outs, show imagery & look book)

Venue

Booking Office 1869, St. Pancras Renaissance Hotel London

Sponsors

John Frieda - Hair

NARS - Makeup

Manucurist - Nails