

APRIL & ALEX

Brand Profile

April & Alex is a London-based womenswear brand owned by British Award-winning Journalist, and Creative Director Didi Akinyelure.

We are a sustainable fashion brand, passionate about creating fashion-forward garments that women feel empowered in. We are a black-owned brand, and diversity, equality and fairness are of utmost importance to us.

Sustainability is at the core of our business model at April & Alex. We use premium reclaimed fabrics in all our collections. These high-quality fabrics are sourced in Italy, from overproduction and dead-stock, providing a second chance to premium fabrics which would otherwise have been destroyed.

Our circular fabric standard has been drafted in conformity with ISO 14021 and has been subjected to verification and validation from the independent institute Centrocot.

Growing up, Didi, a self-taught Designer was inspired by her grandmother who owned a tailoring business, and by her mother who launched a ready-to-wear womenswear brand in the late 80s.

April & Alex has been featured in Vogue Italia, Vogue Czechoslovakia, Vogue Turkey, Elle, Marie Claire, Harper's Bazaar, Harper's Bazaar Vietnam, Tatler, InStyle, Glamour and more.

London Fashion Week Profile:

<https://londonfashionweek.co.uk/designers/april-alex>

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