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eagle's eyrie

C&C Milano, Coordinati biancheria casa

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at in Joseph, Dolce & Gabbana, Gucci and Prada every morning held the promise of a magical world. Schoolfriends of the young teenager remember her bedroom in the family home as being crammed with magazines and scrapbooks bursting with collages and drawings. "Hers was the house where we staged fashion shows; we loved dressing up there," one friend remembers, adding, "Her parents both worked in television; her father was a director and her mother a producer – she was always very stylish and had amazing clothes from Joseph, Armani and Piero De Monzi. We would spend hours trying everything on."

Alex's store reflected the contents of her flat – including her wardrobe

Fast-forward 16 years and Alex Eagle no longer needs to gaze wistfully into anyone's shop window. She has her own, and not only the one. After successful stints at magazines she became a PR and marketing director at Joseph. "I styled a lot of women of all ages and I really got a sense of how they wanted to dress," she says. Founder Joseph Ettedgui's eye was famous, and although he was no longer at the company when she joined (she worked under the then-chief executive, Sara Ferrero, and creative director, Louise Trotter), his imprint remained. "I saw the business from a 360-degree perspective. From design to sales, fashion to food," she says.

It was soon after leaving Joseph that Eagle took her first steps towards her own world of retail. "I lived in a small flat on Walton Street and I used to style my friends before events," she recalls. While there, they also clocked her furniture and homewares – a covetable curation of pieces Eagle and Wadhwa picked up at flea markets. "Visitors would always want to buy not only the clothes I was dressing them in but often the art, photographs or furniture I had collected. A friend suggested I take over a small shop that he held the lease on literally across the road, and it seemed to be the perfect idea." Her eponymous store reflected the contents of her flat, including her wardrobe: an androgynous edit of minimalist tailoring in a palette of mostly navy, black and white.

The focus is timeless clothes, as well as her own-brand silk scarf-neck tops, tunics and separates. Alex Eagle also carries impeccably cut jackets by Pallas, the low-key luxury of Christophe Lemaire, and exquisite silk pyjamas by Olatz Schnabel. There are perfect pieces to take on those > 194



Above: a cabinet by Charlotte Perriand is flanked by chairs bought at an Antwerp flea market. Left: a collection of 19th-century Parisian glass roses stand in chemistry flasks on an antique table in front of a painting by Noémie Goudal. Below: vinyl records belonging to Alex's fiancé, Mark Wadhwa, are stacked on an antique marble table bought in Paris; the white-and-green wooden chair is by Neal Jones



The leather-topped dining table, from Paris, can be extended. "A five-person meal can and up as a dinner party for 40," says Alex. The chairs are a Danish design, and the kitchen is by Plain English. Far right, above: flowers by Mary Lennox at The Store at Soho House Berlin. Far right, below: Tanya Ling portraits of Alex and her stepdaughters, a sheep by Judith Hoff and a painting by Brian Catlin



Left: a floor-to-ceiling Annie Morris Stack sculpture amid the art, furniture and fashion at Alex's Lexington Street store. "Annie is a friend of mine, and I always loved her sculptures," she says. "I have them in my home and my shop." Above: a floor lamp by FOS for Céline. Below: Alex's bedroom, with bespoke linen by C&C Milano and a ceiling light by Serge Mouille



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