



Biography

## Alex White

Alex White is one of the most respected and influential stylists in the fashion industry, with her inimitable talent over three decades for refining and redefining the iconography of fashion.

Alex White began her career in the early 1990s as a Fashion Editor at Harpers & Queen in London where she experimented and collaborated with the new image-makers of the era including Craig McDean, Mario Sorrenti, and David Sims, creating axis-shifting fashion editorial stories. In 1994, she joined W magazine, becoming the Fashion Director from 2000 until 2011, and directed award-winning fashion editorials with Mert & Marcus, Glen Luchford, Inez & Vinoodh, and Steven Meisel. White's origination of trends and new ideas for fashion are also found in editorial stories and films for Vogue US, Vogue Paris, Vogue China, and Vogue Italia. In 2015, she was appointed US Fashion Director of Porter magazine.

In 1995, Miuccia Prada approached Alex White to style both her women's fashion collection shows and the iconic Prada campaigns with Glen Luchford (1996-1998). In 2009, White was selected by Miuccia Prada to be one of the first Prada "Iconoclasts," transforming Prada's flagship Soho, New York store into an innovative and unique fashion experience. White joined Marc Jacobs at Louis Vuitton to help define and manifest Jacobs's "Vuitton Woman." She subsequently designed timely campaigns for four years with Karl Lagerfeld for the House of Chanel. White's outstanding capacity for creatively directing and styling fashion brands' advertising and collections is most recently manifest in her critically-acclaimed collaborations with Nina Ricci and Oscar de la Renta.