



Biography

Alex White

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

Alex has had a storied editorial career 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. Alex'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. From 2015 - 2018 she was US Fashion Director of Porter magazine and in 2020 Alex was announced as Fashion Director of ELLE, bringing in new photographers and teams and working with a wide range of talent from Vice President Kamala Harris to young photography students.

Alex has been a part of some of the most recognizable advertising images and collections of this generation. 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 campaigns and collections can also be seen in her collaborations with Nina Ricci, Oscar de la Renta, David Yurman, Dior, Estee Lauder, Rag & Bone and Tiffany & Co. among others.

Numerous top talent have been drawn to working with Alex and she collaborated with Hunter Schafer, Angelina Jolie, Maluma, Jennifer Lopez, Billie Eilish, Kendall Jenner, Sophie Turner, Sienna Miller, Grimes, Vice President Kamala Harris, Cardi B, Zoe Kravitz, Elle Fanning, Naomi Campbell, Janelle Monáe, Annie Clark, Gisele Bündchen, Marion Cottillard, Felicity Jones and Eva Mendes to name a few.

Today, Alex lives in NY with her husband and two children.

