# RIXO doubles down on London with Notting Hill flagship and Liberty concession



RIXO has widened its London footprint with two new retail spaces, extending the label’s presence in the capital after the opening of a flagship store on Westbourne Grove and a dedicated concession inside Liberty London. The Retail Bulletin notes that the Notting Hill flagship will carry the full ready-to-wear and bridal collections, while the Liberty concession will showcase the latest RIXO pieces within Liberty’s storied building. Speaking to The Retail Bulletin, RIXO chief executive Henrietta Rix said: “We’ve always been passionate about creating spaces where our customers can experience RIXO in real life.” Creative director Orlagh McCloskey added: “Our love of discovery and vintage finds naturally extends to our store interiors.” In addition to the new sites, RIXO already operates in King’s Road, Marylebone and Carnaby Street, cementing a substantial London presence.

The move comes as RIXO continues to build a four-strong London store network. The label’s own stores page confirms that 114-116 King’s Road remains the flagship with a dedicated Bridal Boutique, while 199 Westbourne Grove is the newest Notting Hill location stocking dresses, occasionwear, exclusives and bridal. Marylebone High Street and Carnaby Street round out the quartet, underscoring a growth strategy rooted in accessible luxury and a strong bridal offering. Beyond its brick-and-mortar footprint, fashion historians and industry profiles have tracked RIXO’s rise since its 2015 inception, highlighting the founders’ background and the label’s vintage-inspired, hand-painted prints that have helped it attract a devoted following. Vogue’s 2017 profile, for example, framed RIXO as a rising London label launched by Henrietta Rix and Orlagh McCloskey who left ASOS to pursue their own brand, noting bold prints and affordable luxury that resonated with editors and fashion-conscious shoppers alike. Marie Claire UK further celebrated the brand’s five-year milestone, emphasising the revival of the original hand-painted prints for its anniversary collection and the founders’ pride in growing from student flats to a globally recognised label with stores that echo their Kings Road beginnings.

Liberty London’s involvement with RIXO is also highlighted in a pair of brand-facing resources. Liberty’s own product page presents RIXO as a design-led label born in 2015, with timeless silhouettes rendered in hand-painted prints and a range that includes dresses, tops, skirts and bridal pieces, reflecting a collaboration within Liberty’s halls. A separate Liberty feature reiterates RIXO among the “Names to Know” at Liberty, underscoring the brand’s long-standing association with the department store and its ongoing potential within Liberty’s historic London stores. The latest expansion, therefore, sits within a broader narrative of a London-born label leveraging flagship spaces and partnerships with cherished institutions to amplify its storytelling and reach.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.theretailbulletin.com/fashion/rixo-expands-in-london-with-two-new-retail-sites-21-08-2025/), [[4]](https://www.libertylondon.com/uk/brands/r/rixo/)
* Paragraph 2 – [[3]](https://rixolondon.com/pages/our-stores), [[6]](https://www.vogue.com/article/rixo-london-fashion-week-vintage-clothing), [[7]](https://www.marieclaire.co.uk/fashion/shopping/rixo-anniversary-collection-716544)
* Paragraph 3 – [[4]](https://www.libertylondon.com/uk/brands/r/rixo/), [[5]](https://www.libertylondon.com/us/features/fashion/new-brands-to-know-liberty.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.theretailbulletin.com/fashion/rixo-expands-in-london-with-two-new-retail-sites-21-08-2025/> - Please view link - unable to able to access data
2. <https://www.theretailbulletin.com/fashion/rixo-expands-in-london-with-two-new-retail-sites-21-08-2025/> - The Retail Bulletin reports that London-based label RIXO has expanded with two new retail spaces: a flagship store on Westbourne Grove in Notting Hill and a dedicated Liberty London concession. Founded in 2015 by Henrietta Rix and Orlagh McCloskey, the brand is celebrated for its hand-painted prints and vintage-inspired designs. The Westbourne Grove store is described as offering the full ready-to-wear and bridal collections, while Liberty will house RIXO’s latest lines within the historic building. The piece quotes RIXO chief executive Henrietta Rix on creating immersive real-life spaces, and notes existing stores on Kings Road, Marylebone and Carnaby Street locations.
3. <https://rixolondon.com/pages/our-stores> - RIXO’s Our Stores page confirms the brand’s London footprint, listing King’s Road, Carnaby Street, Westbourne Grove and Marylebone High Street as the four central locations. It identifies 114-116 King’s Road as the flagship with a dedicated Bridal Boutique, and notes 199 Westbourne Grove in Notting Hill as its newest store, stocking dresses, occasionwear, exclusives and bridal. Marylebone's 27 Marylebone High Street and 44 Carnaby Street offer similar ready-to-wear lines and accessories, with bridal appointments available at select stores. The page also mentions Harrods within Knightsbridge in its global retail network. This page showcases RIXO's mix of flagship and boutique spaces.
4. <https://www.libertylondon.com/uk/brands/r/rixo/> - Liberty's RIXO brand page presents the label as founded in 2015 by Henrietta Rix and Orlagh McCloskey, who met while working at ASOS and bonded over vintage treasures. It emphasises timeless silhouettes rendered in hand-painted, vintage-inspired prints with delicate embroidery and trims. The page highlights RIXO’s range across dresses, tops, skirts and bridal pieces and notes collaboration within Liberty's halls, reflecting Liberty's heritage style. The write-up positions RIXO as a design-led brand inside Liberty, reinforcing the founders’ London origins and creative ethos. This page also highlights their early relationship with Liberty and the brand's growth within Liberty's edit today too.
5. <https://www.libertylondon.com/us/features/fashion/new-brands-to-know-liberty.html> - Liberty's Names to Know at Liberty feature includes RIXO among new brands introduced at Liberty, noting its long-standing association with the department store. The piece reiterates that RIXO was co-founded in 2015 by Henrietta Rix and Orlagh McCloskey, and is celebrated for bold, hand-painted prints and vintage-inspired silhouettes. It positions RIXO as part of Liberty’s ongoing mission to showcase contemporary design talent, while highlighting the brand’s print-led aesthetic and collaborative potential within Liberty’s historic London stores.
6. <https://www.vogue.com/article/rixo-london-fashion-week-vintage-clothing> - Vogue's 2017 profile portrays RIXO as a rising vintage-inspired London label launched in September 2015 by Henrietta Rix and Orlagh McCloskey. The piece highlights the label's silk dresses, skirts and blouses printed or embroidered with original designs that echo sixties and seventies aesthetics. It describes the founders' background—meeting at the London College of Fashion and leaving ASOS to pursue their own brand—and notes how RIXO's bold prints, vibrant colours and affordable luxury garnered a devoted following among fashion editors and It girls. The article also mentions early pop-ups in Covent Garden and a forthcoming Fall 2018 show in New York.
7. <https://www.marieclaire.co.uk/fashion/shopping/rixo-anniversary-collection-716544> - Marie Claire UK marks RIXO's five-year milestone, noting that founders Henrietta Rix and Orlagh McCloskey launched the label in 2015 after painting prints at the kitchen table. The piece celebrates the brand's original hand-painted prints being revived for the anniversary collection, including dresses and silks that fuse vintage inspiration with modern silhouettes. It quotes the co-founders on building a brand that feels like a future vintage, and on their pride in growing from student flats to a globally recognised label with stores that echo their Kings Road beginnings. The feature underlines RIXO's accessible luxury, distinctive prints and nostalgic, British roots.