





LINEN HANDLOOM





BOLD AMBITION

When two fashion buyers realised their friends loved their vintage fair finds, but didn't have the time to source them, they launched Rizo. No longer just a fashion pack favourite, the label is enjoying sell-out success...

London College of Fashion graduate, Hienwa Rao, 26, and Charlie McCook, 28, quit their jobs as buyers at Asda in 2015 and five months later Rizo was born.

This summer we spent every single day trawling vintage outlets, scouring stores and boutiques. It's ironic that IEM when we were the stars in their social news feeds, we were in search of vintage.

The stars dressed and we made their Instagram back-pinned and became an instant social fashion brand. As we moved from vintage to vintage, we realised we were too busy to source them, so we launched Rizo. It's not that we have a lot of vintage, but that's what we love. We have a lot of vintage, but that's what we love. We have a lot of vintage, but that's what we love.

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