

Alex Al Bader is a fashion designer who refuses to be tamed by the fashion world's rigid seasons. Nor does she produce individual collections. Instead, she focuses on continually evolving chic and sexy styles at Soler, her Golborne Road store. It's an eclectic outlet selling delicate one-off pieces and accessories in a wide array of silks, chiffons and other floaty fabrics, some of them hand-painted.

"I don't have a spring/summer, autumn/winter collection as such. At Soler we keep creating pieces and they evolve naturally. I use fabrics such as silk, chiffon, georgette, which I source from London, Paris, Barcelona, New York and Marrakech, and I like to create original garments. When clients come in they can choose a fabric and style within the Soler options, even if it is not on the rack," says Alex.

A former model, Alex came to London 15 years ago from her native Spain and fell in love with the city. She is now married with two children and lives in Notting Hill. The shop itself is airy and minimal, and its décor - Alex explains -

Sun worship

Fashion designer Alex Al Bader is one to watch, says **Laia Farran Graves**, visiting her stylish Golborne Road store Soler