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Reiss announces Alex Scott MBE as a brand ambassador, one of the most exciting and inspirational female talents in football and broadcasting.

The announcement comes as Reiss lands their 'Every Moment is an Occasion' AW22 campaign. Celebrating London's intimate moments, the campaign showcases a vibrant new palette and inspires the wearer to live confidently. This is synonymous with Alex, her history, and her own personal style.

Alex says: "I've always had a love for fashion, and Reiss has been one of my favourite brands over the years. I tend to choose vibrant colours balanced with more classic tones - an aesthetic Reiss is known for. I love wearing sharp, tailored silhouettes and giving them an edge with modern touches, so the partnership is the perfect fit."

The partnership is set to demonstrate how Alex channels her most authentic self through fashion-forward styling and signature looks. A long-standing friend of the brand, the partnership is an authentic one; but more importantly, Alex epitomises the key brand values of Reiss.

Alex is recognisable as an unapologetically strong female with a notable public profile that began with her successful football career. She has since thrived as a broadcaster, charity advocate and most recently, a best-selling author – all whilst still leading the way for Women's football. Tackling racial discrimination, gender bias, and smashing through barriers of exclusion, she is an inspiration to audiences across the UK and USA.

Reiss CEO, Christos Angelides, adds: "We are delighted to welcome Alex Scott to the brand at an exciting time in her career. Alex embodies so many of the same values that we have at Reiss, which makes this partnership so authentic for us. We look forward to seeing it come to life."

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