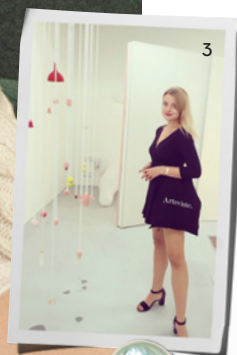


Mixed Media

With Arteviste, Flora Alexandra Ogilvy opens a window onto the contemporary art world.

“The art world can feel closed off,” declares Flora Alexandra Ogilvy, whose digital arts platform, Arteviste, offers a way in. The site, which the 22-year-old launched in 2015 while studying art history at the University of Bristol, in southwest England, features intimate interviews with and videos of emerging artists like Hugo Hamper Potts, Petra Cortright, and Scarlett Bowman. The talks and supper clubs she hosts serve to further connect artists to young entrepreneurs and creative types in London and New York. “People are discovering that art could be something they’re really interested in.”

Growing up, Ogilvy was never one for boundaries—a trait her parents encouraged. Her mother works in nonprofits, and her father is a landscape designer and photographer; the family’s love of travel took them from their native Scotland to India, South Africa, and the United States. (Fun fact: Ogilvy is the great-great-granddaughter of King George V and Queen Mary.) She funds Arteviste through a combination of consulting work and brand partnerships, and the site’s rapid success—it hosted around 20 events last year alone—has left her pondering the future. “I’m trying not to be too prescribed by making a five-year plan, because, to be honest, it’s challenging to even have a six-month plan, as quickly as the business is moving.” VANESSA LAWRENCE



1. Ogilvy wears Burberry sweater and shirtdress; (from top) Me&Ro necklace, Me&Ro necklace, necklace from Doyle & Doyle; her own earrings and ring. 2. A picture Ogilvy took during a studio visit with the artist Milla Eastwood, in London. 3. Ogilvy, at the City & Guilds of London Art School's graduate exhibition, 2016. 4. Céline earrings. 5. Attico bag. 6. Boucheron bracelet. 7. Loro Piana belted cardigan. 8. Christopher Kane skirt. 9. Ring from FD Gallery. 10. Gucci shoes. 11. J. Mendel dress. 12. Giambattista Valli top and bra. For stores, prices, and more, go to Wmag.com/where-to-buy-april-2017.

HAIR BY SOFIA S/D/O AT STELLA CREATIVE ARTISTS; MAKEUP BY AMY CONLEY AT STELLA CREATIVE ARTISTS; MANICURE BY ZARRA CELIK FOR CHANEL AT LMC WORLDWIDE; PHOTOGRAPHY ASSISTANT: GARTH HICKIE; FASHION ASSISTANT: AMY HANSON. 2, 3: COURTESY OF FLORA ALEXANDRA OGILVY. 4-12: STUART TYSON, STYLED BY JOHN OLSON AT HALLEY RESOURCES