

CAMPARI ACADEMY

ABOUT

ALEX CHATWIN & ALEX IRVING



LX was founded by Alex Irving and Alex Chatwin in 2017 as a specialist communications agency for the drinks industry, and between them have over 30 years of experience working in the PR industry.

Prior to setting up LX, both of the 'Alexes' garnered experience working in PR across numerous lifestyle sectors, however their passion lied with the drinks industry and they wanted to set up an agency which provided specialist PR for the world's best bars and bartenders that operate at a level similar to that of recognised and famous chefs, as well as providing a one-stop solution to drinks brands seeking both consumer and trade PR.

Since launching the company as just the two of them they have grown the agency to now have a team of 15 people. LX counts among its clients some of the world's most recognised and awarded bartender and drinks industry personalities such as Monica Berg and Alex Kratena, Simone Caporale, and Mr Lyan, and work with some of the world's leading drinks brand portfolios, as well as innovative emerging brands. With clients based in London, Paris, New York, Oslo, Barcelona and Singapore the agency continues to be recognised as one of the world's leading drinks PR specialists by media and clients alike.