



*A rainbow of Teddy Bear  
Icon coats on Max Mara's AW19  
catwalk; below, from top A red  
iteration with matching mitts  
for AW17; models in the same  
season's classic neutral tones*



# Inside the TEDDY CULT

Whether caramel, crimson or cornflower, fashion's cosiest classic is cooler than ever, writes Grace Cain

Anyone who has ever debated whether it's socially acceptable to wear their duvet in public will instantly recognise the appeal of Max Mara's Teddy coat. Chic but cuddly, it's the high-fashion comfort blanket that will earn you serious style cred; the No. 1 item on every sartorial wish list. And although it has only been a part of the fashion consciousness for a relatively short time, it has already achieved icon status.

The fuzzy faux-fur force of fashion was destined for greatness from the moment it debuted on the Milan catwalks just over six years ago. Suddenly, social media feeds around the world were peppered

with photos of former *Vogue Paris* editor-in-chief Carine Roitfeld enveloped in a big caramel-coloured bear hug. The last few years have seen the Teddy's popularity soar, and today it's ubiquitous. The high demand has sparked thousands of copycats, but there's only one Max Mara Teddy, and it boasts acolytes from right across the style spectrum: from Kim Kardashian and Hailey Baldwin to Heidi Klum and Julia Roberts.

How has this soft snuggly blanket with buttons amassed such a diverse following? Firstly (and most obviously), because it meets the three criteria everyone wants in the anchor of their winter wardrobe: style, comfort and practicality. Secondly, despite the bold statement made by >





*From far left Kaia Gerber models the Teddy for Max Mara AW19; a sleeveless version for AW17; model Izabel Goulart and designer Yoyo Cao in Milan*



## *“The Teddy was destined for greatness from the moment it debuted on the Milan catwalk”*

the luxe-fur effect and slouchy-chic silhouette, the Teddy is incredibly easy to wear. It complements almost any sense of style and offers a chic answer to most outerwear dilemmas. Popping out for a casual drink with friends? Throw a Teddy around your shoulders to elevate a jeans-and-heels combo. Important lunchtime meeting? Classic tailoring calls for a sophisticated Teddy. Black-tie dress code and a chilly autumn evening? Teddy to the rescue.

Finally, in a world of uncertainty, the Teddy feels soothingly reliable. Despite its relative newness, it has a sense of longevity. With an elegant silhouette and sumptuous fabrics (alpaca, silk, fine wool), it's exactly the sort of trend-transcendent piece you can imagine passing on to your children.

For its AW19 collection, Max Mara strayed from its typically neutral colour palette and sent out a fuzzy kaleidoscope of coats in rich cornflower blue,

sharp turquoise and warm mustard. It's a refreshing addition to the Teddy oeuvre, and a surprisingly easy way to add colour to your wardrobe. However, if you are a beige loyalist, you might prefer the house's Resort 2020 iteration, redesigned for Harrods in an exclusive shade of camel.

Classic or colourful, it's all part of the cult of the Teddy, which will welcome Harrods into its big fuzzy embrace this month. Visitors to the Teddyverse can expect to find the coats that started it all, as well as three exclusive Teddy-themed T-shirts and a range of winter-ready accessories (think mittens, scarves and ear muffs). And the No. 1 highlight? A range of stylish little teddy bears, each wearing their very own tiny Teddy coat. □

*The Max Mara pop-up will run from 7th to 30th November in the Exhibition Windows, Ground Floor*

### Hot fuzz



MAX MARA COAT FURRY



Womenswear, First Floor;  
and harrods.com