

Want Harry Styles & Zayn's Viral \$2,100 Bode Jacket? You'll Need to Share Your Life Story

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A jacket that tells your story. That's what has made Bode's custom **corduroy jackets** the latest viral sensation in luxury fashion. Worn by icons like **Harry Styles** and **Zayn Malik**, these \$2,100 jackets come with one unusual condition: before you can own one, you must answer a detailed questionnaire about your life.

? Personalisation Beyond Fashion

Founded in 2016 by **Emily Adams Bode Aujla**, the brand is known for its intimate storytelling through clothing. Each cord jacket is hand-painted with personalised imagery — reflecting family histories, hobbies, favourite numbers, or even childhood memories.

The inspiration traces back to **Chandler Lesesne West's wedding**, where her husband, Connor Webb, customised a Bode jacket that instantly grabbed attention. Since then, the piece has become a cultural phenomenon.

? How It Works

When you purchase the jacket, Bode emails a survey asking questions about your family, interests, lucky symbols, and even favourite films. The responses guide artisans in creating a one-of-a-kind jacket that feels like a wearable diary.

Content creator Mac Bass shared his experience, noting that once he filled out the form, he was told his jacket would take **10 to 12 weeks** to complete. Despite the labour-intensive process, all jackets in this line are similarly priced, reinforcing Bode's focus on **storytelling over status**.

? From Senior Cord to Harry Styles

Bode's storytelling approach isn't new. In **2018**, the label introduced the *Senior Cord* collection, reinterpreting traditional American school jackets. Two years later, **Harry Styles wore Bode's custom pants**, catapulting the brand into the global spotlight.

Now, with Styles and Zayn both embracing the cord jacket, Bode cements its position as a **pioneer in personalised luxury fashion** — one where your own story becomes the ultimate accessory.

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