

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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