

PLAYBOY'S FLOPPY-EARED RABBIT TAKES A LEAP BACK INTO THE LIMELIGHT AS A FASHION ICON

# It's a bunny old world



**PLAYTIME:** Playboy founder Hefner and, right, Lauren Hutton. Jordan loves the look too



**STATEMENT:** Stella McCartney in her Chloe version of the T-shirt

BY SALI HUGHES



WITH logo fervour still very much in vogue, Chanel's crossed Cs and Burberry's House-check have been forced to make way for the most iconic

of all brand emblems: the Playboy bunny. Printed across T-shirts and camisoles and threaded on to glitzy gold and silver necklaces, Hugh Hefner's design classic has Britain's funky fashion fans grappling for a slice of American Pie.

Ask any It girl, pop diva or TV babe which fashion label she'll be parading at this season's showbiz bashes and chances are it'll have two floppy ears and a bow-tie.

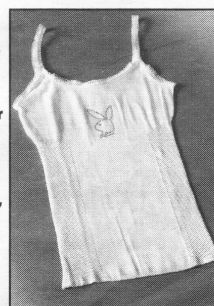
Style leader of the moment, Sex And The City's Sarah Jessica Parker is rarely seen without a gold Playboy Bunny necklace (only good girls wear Tiffany) and British TV's unending line-up of gorgeous girl presenters are proud to pledge allegiance to the legendary men's lifestyle magazine. Denise Van Outen and Donna Air, for example, can regularly be seen stepping out in the kitsch and sexy Playboy T-shirts, which can be found in stores ranging from House of Fraser (020 7963 2236 for details) to TopShop (0800 731 8284). Dani Behr, Billie Piper and model Jordan are also fans.

There was a time when adopting the bunny girl costume was seen as a clever career move. Both Blondie and actress Lauren Hutton shook their pert fluffy tails in the club before achieving stardom.

Hefner's mega-brand owes a large part of its post-modern resurgence to a little boutique called Shop, situated among the strip bars of London's Soho. The trendsetting team behind this basement groto of all things cool last year designed and launched its own collection of costume jewellery and a range of diamante-trim lingerie in conjunction with Playboy and Granny's fave thermal brand, Damart. The "Shop Girl" range (020 7437 1259) was an instant success and Playboy's new cult fashion following clicked on



**LOGO MANIA:** from left, ShopGirl knickers, £21.50; Dani Behr proves she's a playgirl; ShopGirl necklace, £70; and vest top, £35



to playboy.com for even more bunny-branded goodies.

But not all fashion fans appreciate Playboy's tongue-in-chic contribution. Vogue/VH1's Designer of the Year Stella McCartney recently designed a customised T-shirt for Chloe, which transplanted the Playboy bunny on to a skull and crossbones, leaving the iconic rabbit

bereft of its louche wink and aspirational glamour. Whether or not this was McCartney's backlash against the politically-less-than-correct connotations of Playboy is unclear but Playboy's heritage is based on humorous ideals and unabashed superficiality.

A fact which is seemingly not lost on the members of Playboy's fashion fan club. They're girls who just wanna have fun.