

# Cool Cuddlies



The new rage in soft toys, popularly called the “**designer plush**” trend, is turning cuddly companions into travel must-haves for kids big and small. While plush for kids generally act as a safety blanket on the road, “they’re fast becoming a much coveted fashion accessory for trend-aware nomads,” says Lola of La Maison de Lola. “Like other in-demand products, they act as a joint visual link between people globally.” Her plush Foodie and Creature creations, with names like Mr Pumpkin and Ms A Lee Anne, are **handmade and have unique personalities and interests** such as yoga, pottery and karaoke. They even have their own blog where the toys talk about the latest design news, whether a new hotel, a Vitra re-issue of an Eames classic or designer dog leashes.

