

The Real Ted Baker

Written by Nadine Toren

[Television personality](#) and AZfoothills.com columnist [Nadine Toren](#) is scouring the area, finding savvy Valley features, bringing readers “on the scene.” Every day she’ll introduce you to [celebrities](#), [athletes](#), and give you an inside look into local events and hot spots. She’ll touch on topical issues, and keep AZ fans posted on all the big talkers [around town](#).



He's the man behind the trendy brand, and he's dishing about winter 2011 trends. Meet the man known as Ted Baker.

Google image Ray Kelvin—you'll see he playfully hides his face in an array of photos. But Ray has an alter-ego named Ted Baker...have you heard of him?

Chances are, if you frequent Scottsdale Fashion Square, you're quite familiar with Ted. The Ted Baker store features trendy styles any fashionista would crave for Christmas.

And lucky for me, Ray Kelvin (aka, Ted Baker) answered some style questions straight from his hub in London.

As the founder and CEO of the esteemed brand, “Baker” says he aims to bring personality out in everything he produces.

“We don’t want to be ordinary or like anybody else. From subtle embroidered details in the clothing, to amusing notes on the packaging, everything that bears the Ted Baker name always offers absolute quality and that little bit more. It all comes down to my belief in making fashion, and life in general, fun.”

Spoken like a true A-list designer.

As we enter the cooler season, he says Desert Southwest shopaholics should stock up on bold bursts of color, especially in denim. And to keep warm, a cargo style leather jacket is a must-have item. For the guys, “Baker” says light tweed jackets with elbow patches seem to be the look of the season.

“We offer key prints and embellishments that are simply incredible.”

“Baker’s” stuff can be seen on the streets of Beverly Hills. Celebs like Taylor Swift, Kourtney Kardashian and Ricky Gervais are his loyal customers. And it’s not a bad idea to ask Santa for some Ted Baker swag. If you’re lady is looking for a purse, opt for a cheetah print hand-bag. The clutch is flying off store shelves at \$220. (Or you can also get his staple slouchy purse at \$380.) The Ted Baker fragrance is also an affordable holiday gift; Langley Court (for the ladies) is \$85. Stocking stuffers like men and women’s socks are comfy, cozy, and chic—you can always opt for the \$45 gift set. And the great thing about Fashion Square’s Ted Baker store is that it’s totally unique. The Scottsdale boutique boasts an “English Garden in the Desert” theme with architectural details reminiscent of Frank Lloyd Wright. In fact, all Ted Baker stores are whimsical and representative of the city in which they’re in. It makes perusing quite an experience.

For more information, visit www.tedbaker.com, or call the Scottsdale store at: 480-946-0820.

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