

INSIDER PACKING TIPS

Mastering the art of packing is much easier said than done. Even if you eliminate the just-in-case pieces, save space for souvenirs and keep baggage to a minimum. So we asked four frequent and fashionable flyers for a few pointers, among other things. Follow their lead:

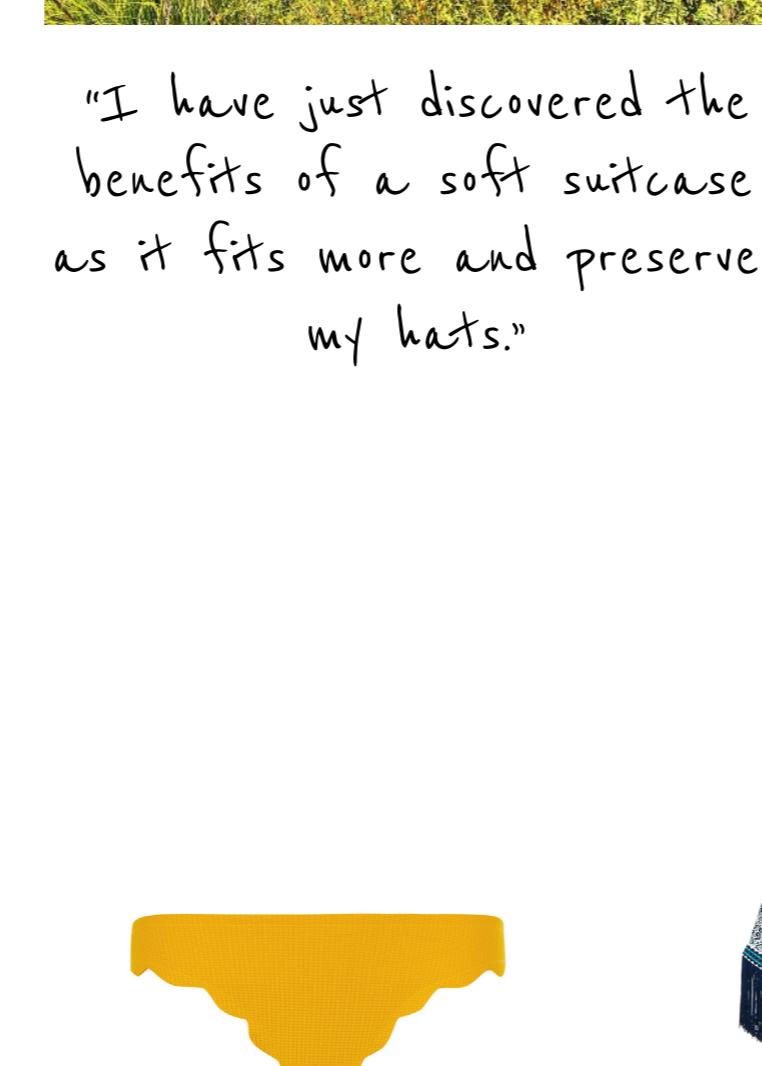
[SHOP NOW >](#)

Kim Hersov

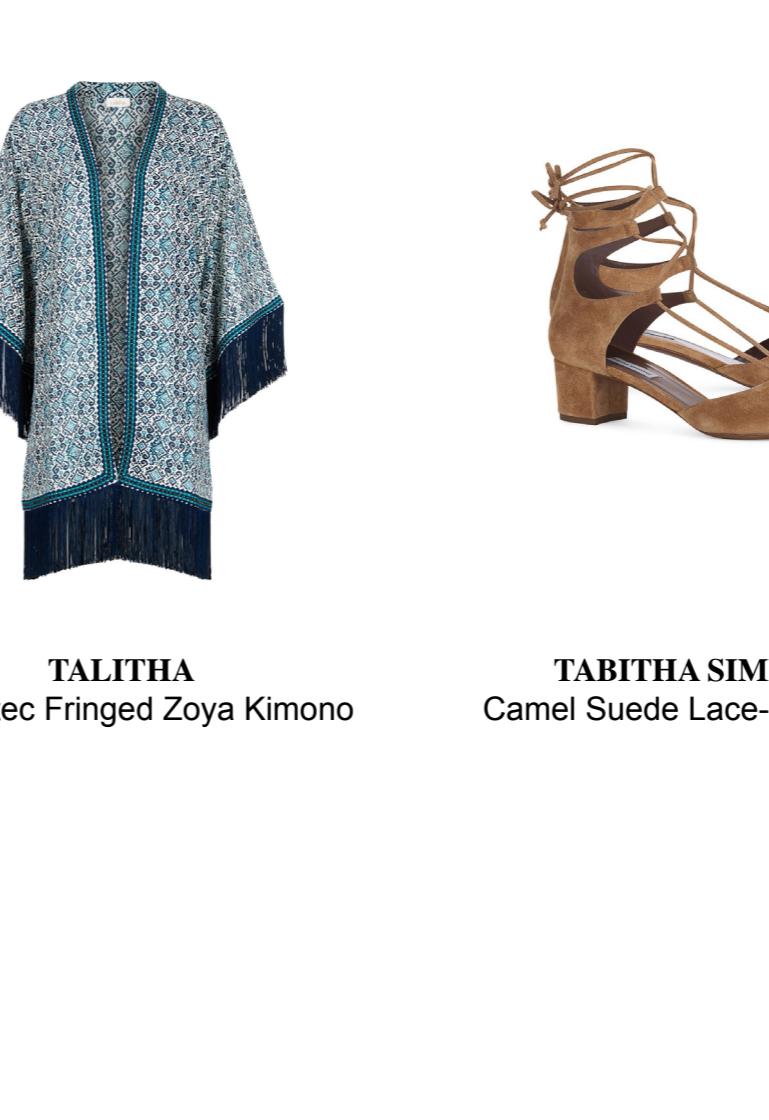
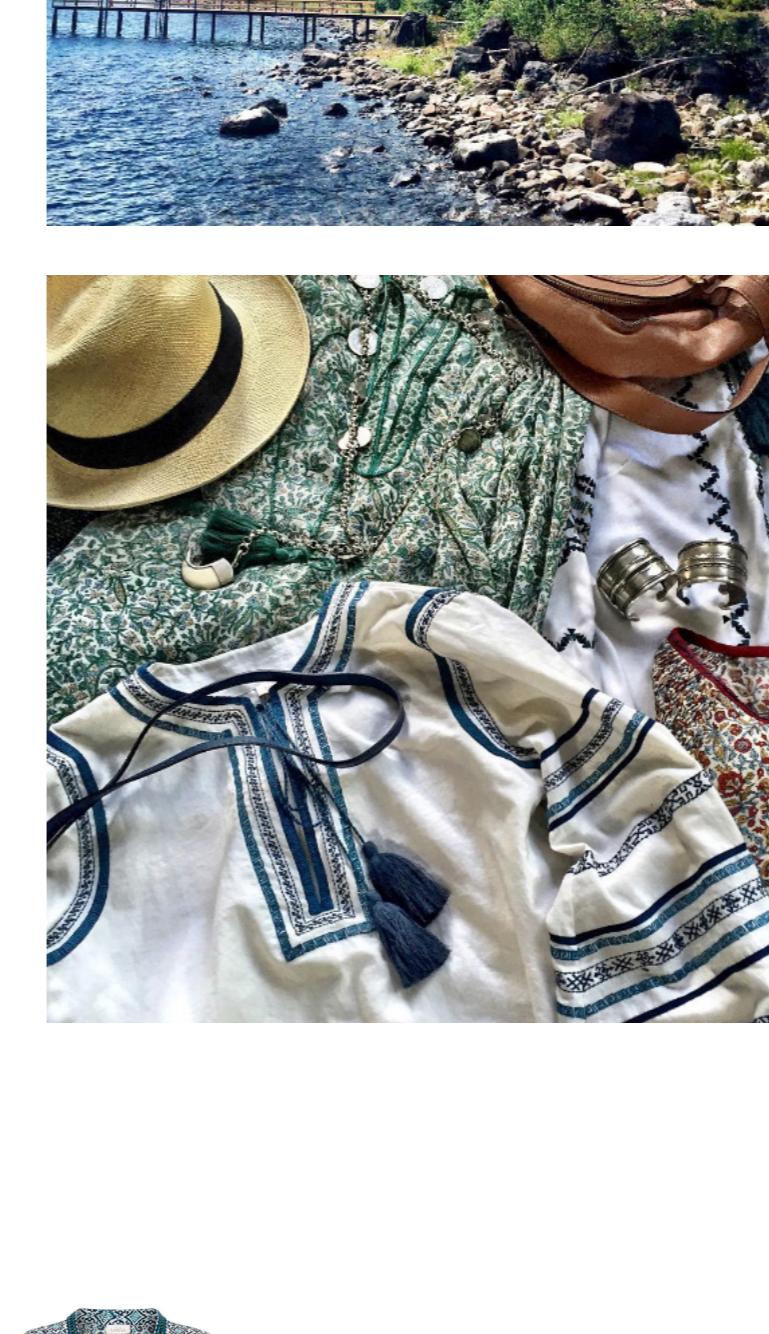
Fashion editor and Talitha co-founder based in London

"I've been to India for Talitha, Lake Tahoe and Mykonos this summer. Prep is key: I spend time pulling out what I want to pack and then editing to make sure it all works together. I am a bikini AND one piece girl. I used to swim competitively and my brand of the moment is Marysia Swim."

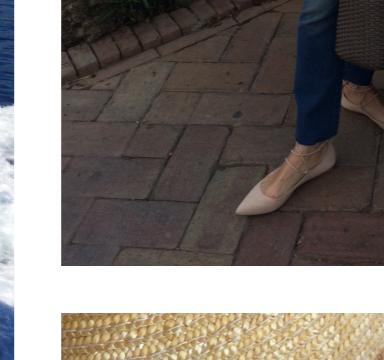
[SHOP NOW >](#)



"I have just discovered the benefits of a soft suitcase as it fits more and preserves my hats."



"My vacation style icon is Talitha Getty, Marisa Berenson or Veruschka back in the day."



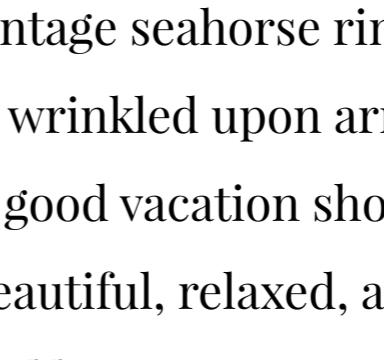
MARYSIA SWIM
Papaya Antibes Bandeau Bikini Top



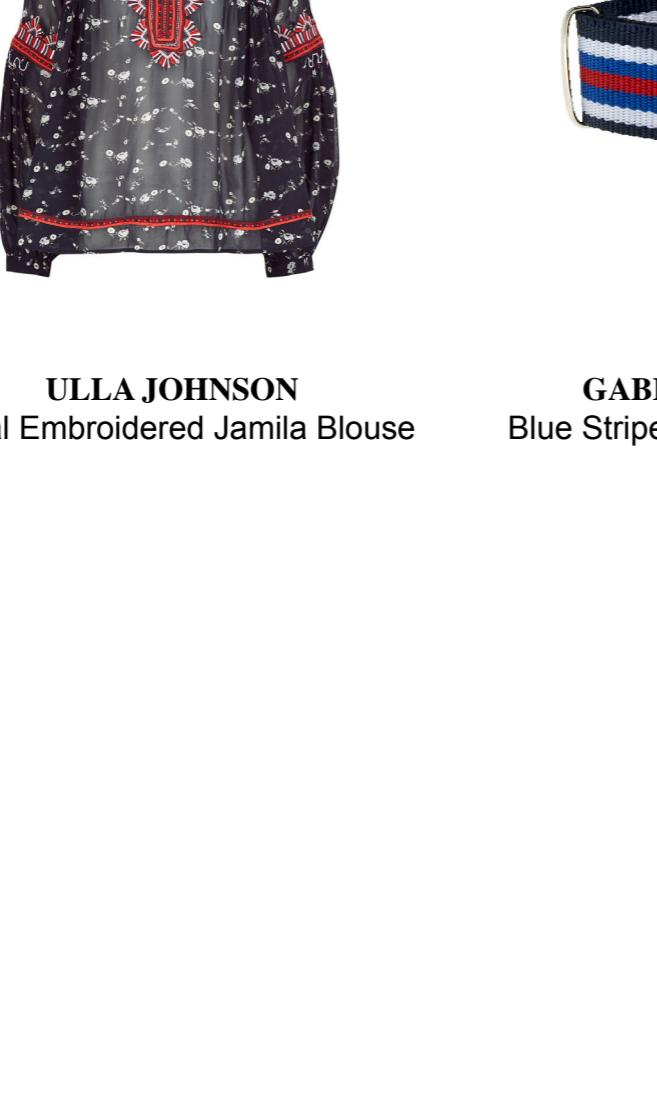
MARYSIA SWIM
Papaya Broadway Bikini Bottoms



TALITHA
Teal Aztec Fringed Zoya Kimono



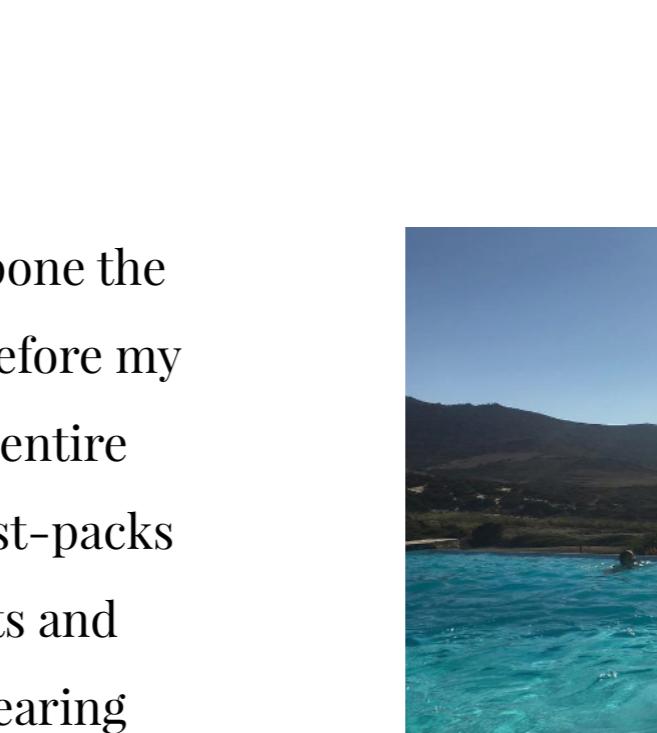
TABITHA SIMMONS
Camel Suede Lace-Up Sandals



"I'm holidaying in Capri, my favourite island, and will be dining at La Grottelle and shopping at Laboratorio."



"The New York nobody knows- walking 6000 miles in the city" by William B Helmreich is essential reading material."



Gabriele Frantzen

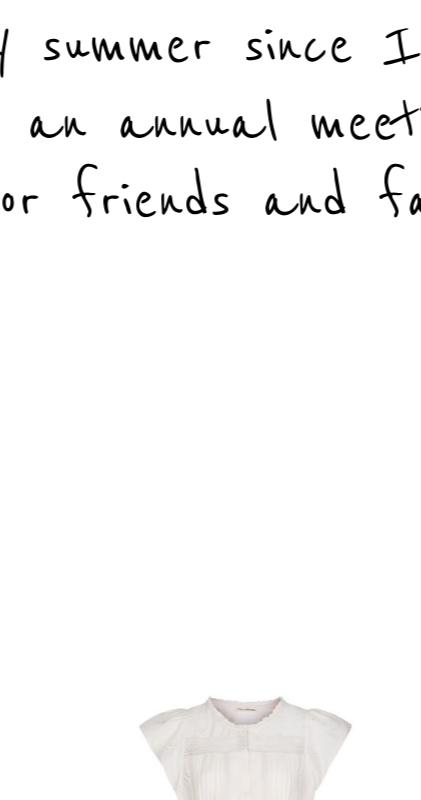
Jewellery designer based in Munich

"There are at least eight things I always pack: a bikini, tunic, shorts, espadrilles, sandals, leather woven basket, coin purse and my vintage seahorse ring. Rolling means nothing is wrinkled upon arrival and saves space. A good vacation should leave you feeling beautiful, relaxed, and filled with sun, energy and love."

[SHOP NOW >](#)



ULLA JOHNSON
Floral Embroidered Jamila Blouse



GABRIELE FRANTZEN
Blue Striped Watch Candy Bracelet



BOWER
Purple Bandeau Oh Cheri Bikini



MUZUNGU SISTERS
Red Straw Sicilian Flower Pom-Pom Straw Basket

Serafina Sama

Isa Arfen founder based in London

"I hate packing and always postpone the process until about four hours before my flight, then frantically throw my entire bedroom into a suitcase. My must-packs include black bikinis, white shirts and '90s Levis cut-off jeans. I'll be wearing vintage white dresses a la Bianca Jagger and handmade clogs when sightseeing."

[SHOP NOW >](#)



"I've been to Formentera every summer since I was 12. It's an annual meeting point for friends and family."



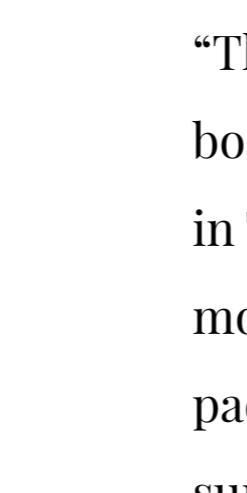
"The first thing I'll do when I arrive is prepare an aperitivo and put on music."



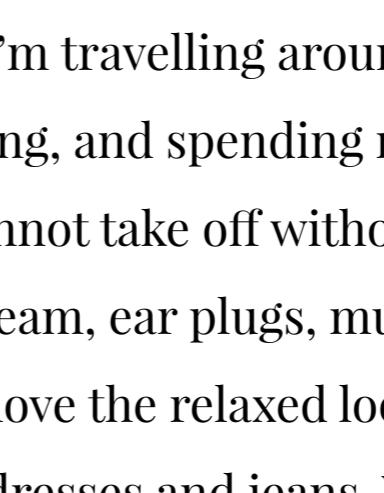
PROENZA SCHOULER
Black Suede Clog Mules



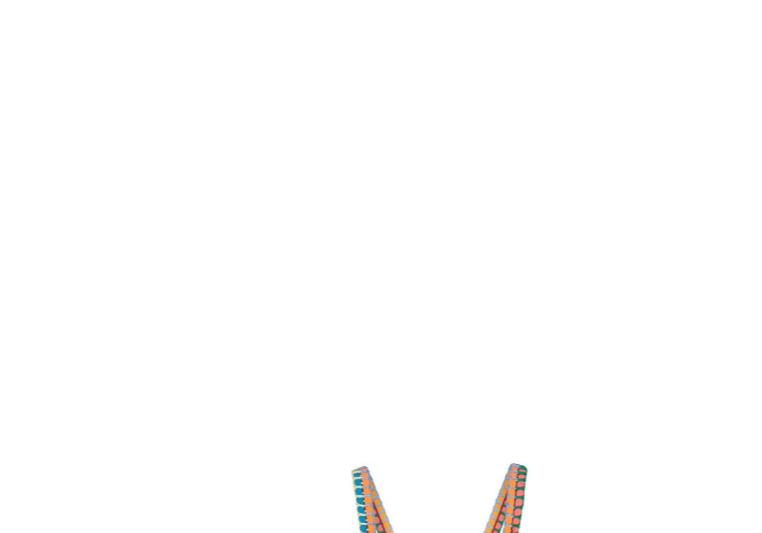
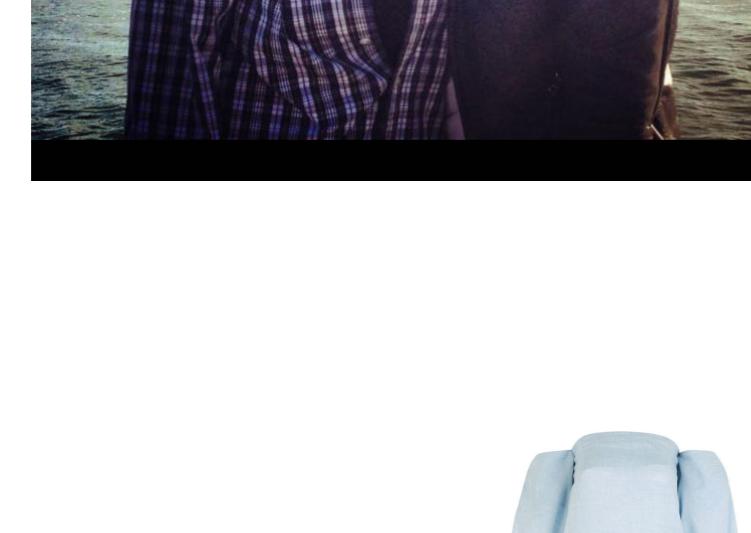
ULLA JOHNSON
Cream Cotton Embroidered Tatyana



MIKOH
Black Macrame Bikini Mokulua Top



MIKOH
Black Bondi Cheeky Bikini Bottoms



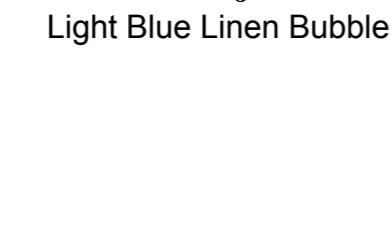
"Vacation for me means total freedom to decide what I want to do each day."



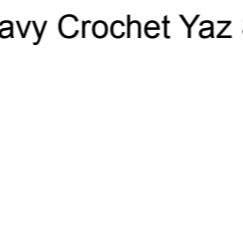
"Leave your hair wild and natural when you're on the beach as salty water gives it extra body!"



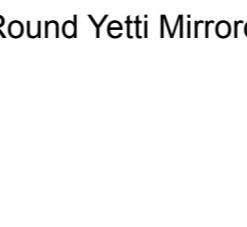
"Vacation for me means total freedom to decide what I want to do each day."



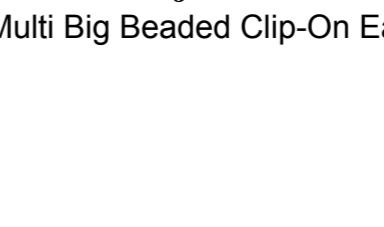
ULLA JOHNSON
Light Blue Linen Bubble Dress



KIINI
Navy Crochet Yaz Swimsuit



SUNDAY SOMEWHERE
White Round Yetti Mirrored Sunglasses



RANJANA KHAN
Multi Big Beaded Clip-On Earrings

Michela Panero

Jewellery designer based in Milan

"This summer I'm travelling around Croatia by boat, scuba diving, and spending my children in Tuscany. I cannot take off without lip balm, moisturizing cream, ear plugs, music and a note pad for ideas. I love the relaxed look: kaftans for summer, maxi dresses and jeans. With the right jewellery, it can look super glamourous."

[SHOP NOW >](#)