

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 >](#)

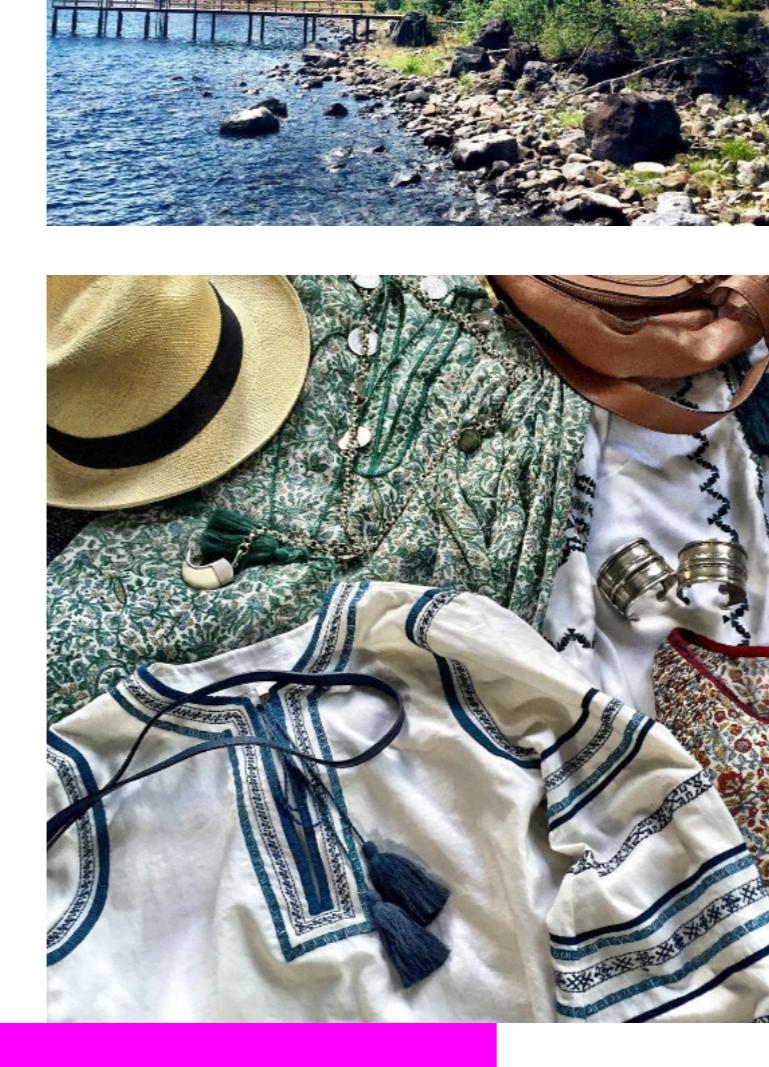
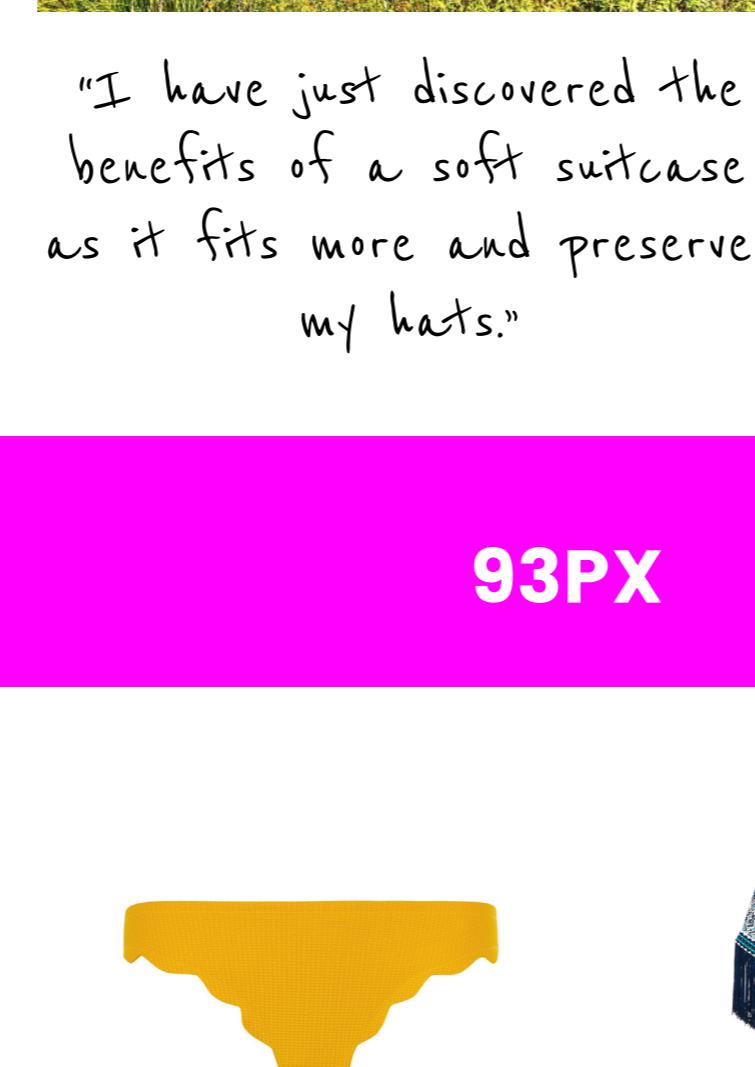
154PX

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 >](#)



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



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



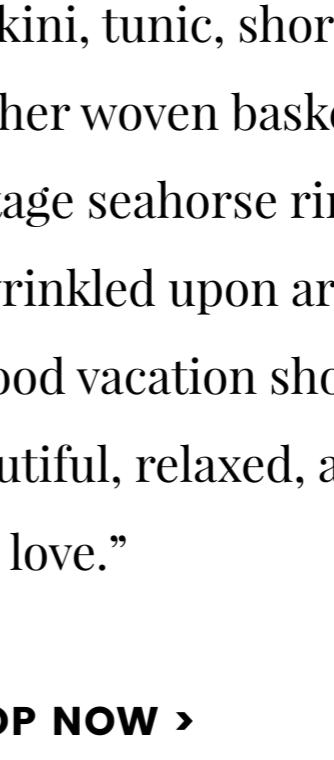
MARYSIA SWIM
Poppy Antibes Bandeau Bikini Top



MARYSIA SWIM
Poppy Broadway Bikini Bottoms



TALITHA
Teal Aztec Fringed Zoya Kimono



ELINA LINARDAKI
Multi Leather Frida Sandals

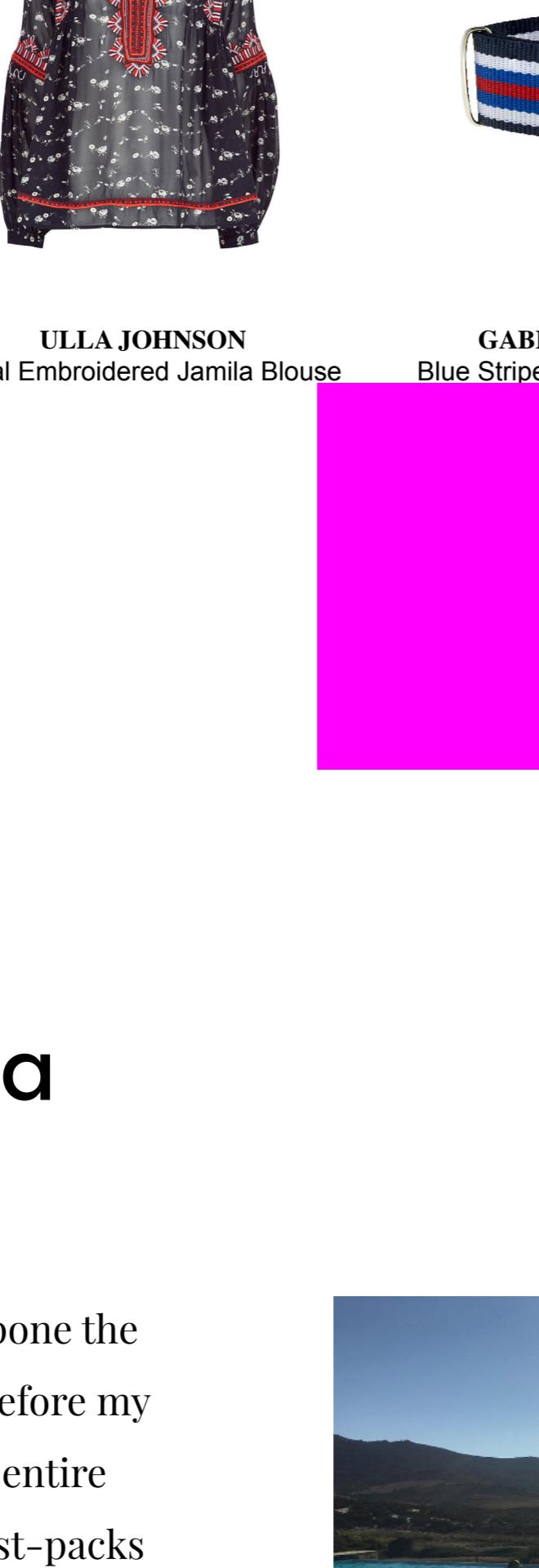
93PX

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 >](#)



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 à la Bianca Jagger and handmade clogs when sightseeing."

[SHOP NOW >](#)

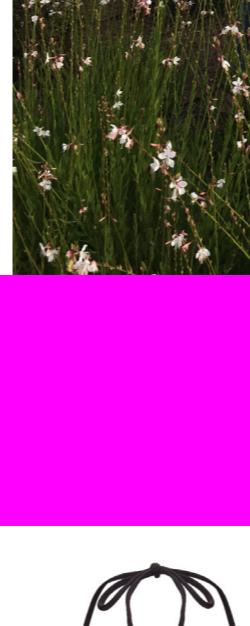
93PX



PROENZA SCHOULER
Black Suede Clog Mules



GABRIELE FRANTZEN
Blue Striped Watch Candy Bracelet



BOWER
Purple Bandeau Oh Cheri Bikini



MUZUNGU SISTERS
Red Straw Sicilian Flower Pom-Pom
Straw Basket

177PX

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



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

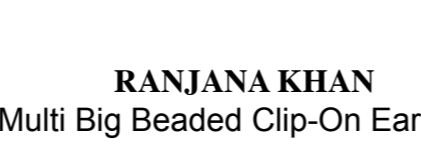
"Vacation for me means total freedom to decide what I want to do each day."

93PX

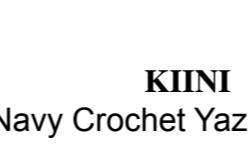
177PX



ULLA JOHNSON
Light Blue Linen Bubble Dress



RANJANA KHAN
Multi Big Beaded Clip-On Earrings



KIINI
Navy Crochet Yaz Swimsuit



SUNDAY SOMEWHERE
White Round Yetti Mirrored Sunglasses

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."

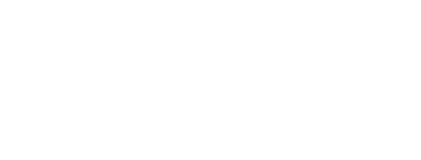
[SHOP NOW >](#)

93PX

177PX



ULLA JOHNSON
Light Blue Linen Bubble Dress



RANJANA KHAN
Multi Big Beaded Clip-On Earrings



KIINI
Navy Crochet Yaz Swimsuit



SUNDAY SOMEWHERE
White Round Yetti Mirrored Sunglasses