

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

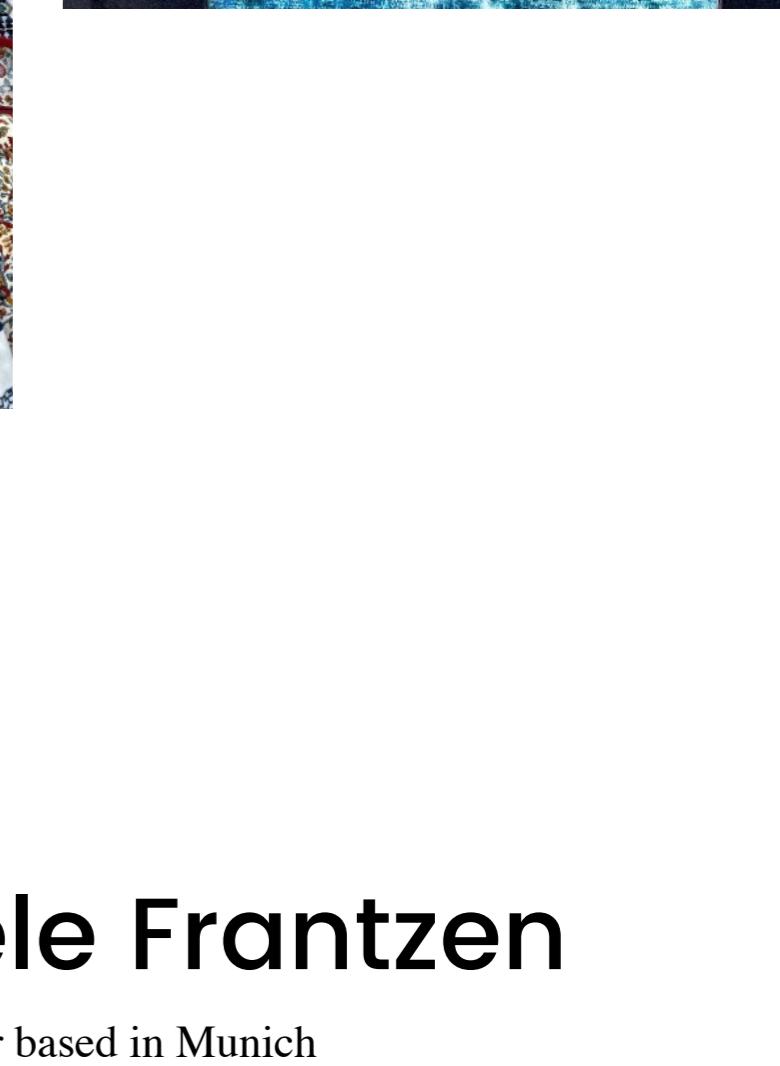
Fashion editor and Talitha co-founder based in London

"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."

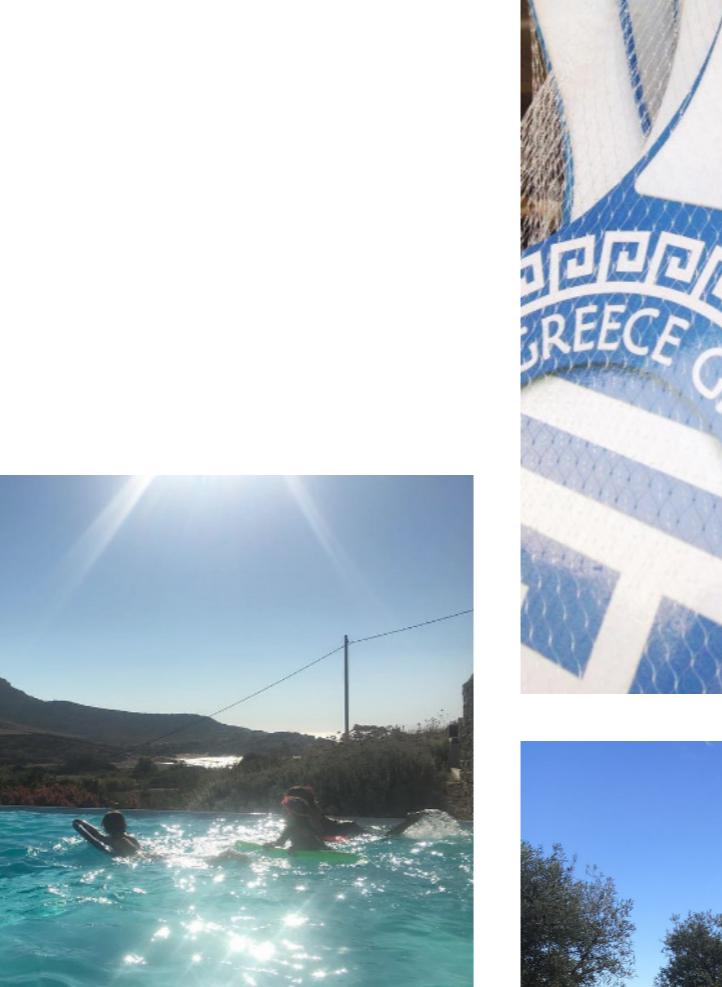
[SHOP NOW >](#)



"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."



"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 >](#)

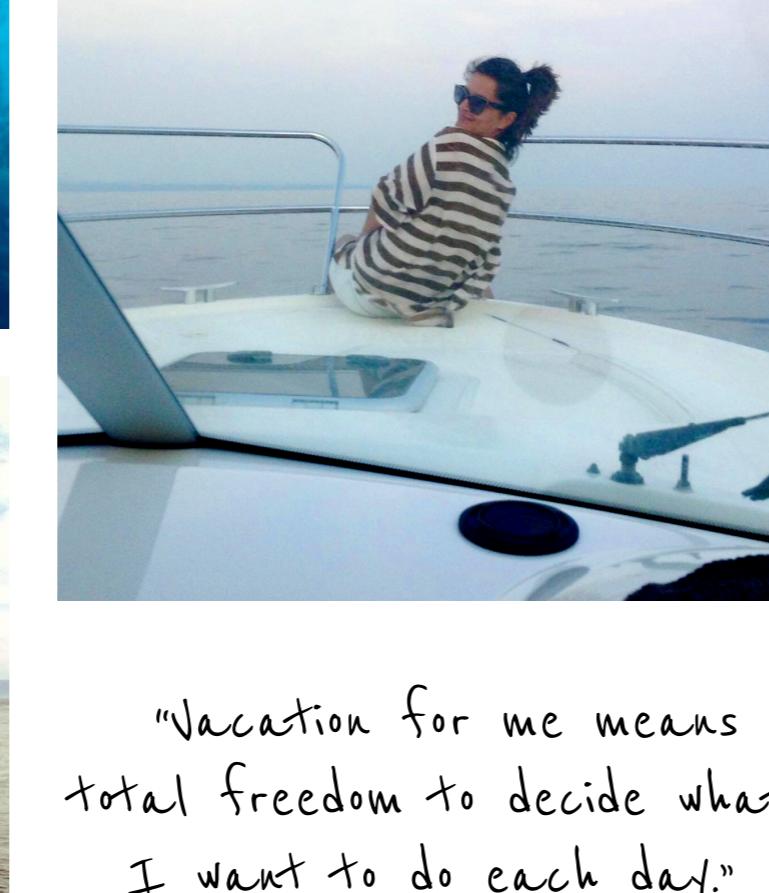
195PX

Serafina Sama

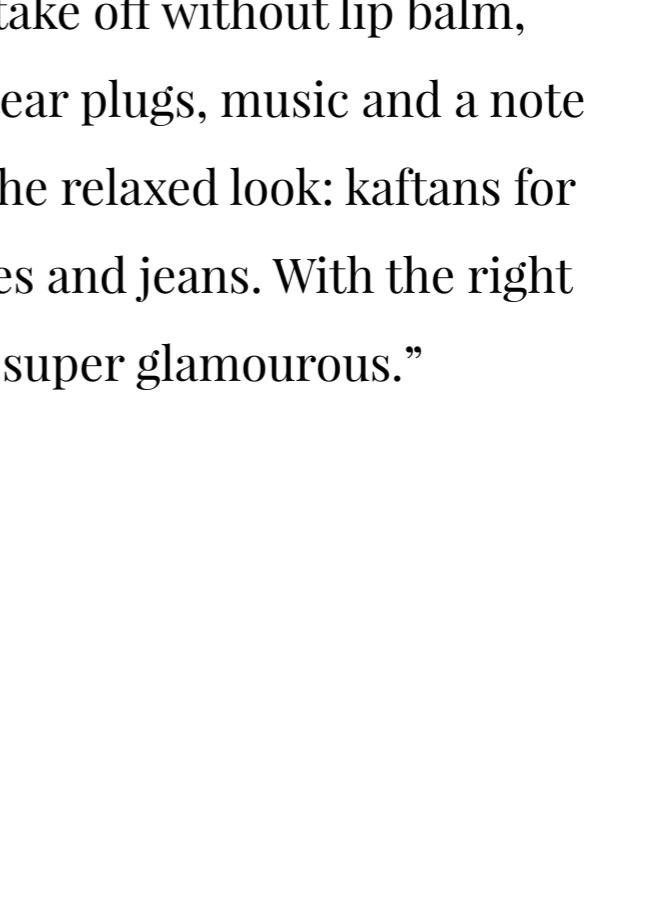
Isa Arfen founder based in London

"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."

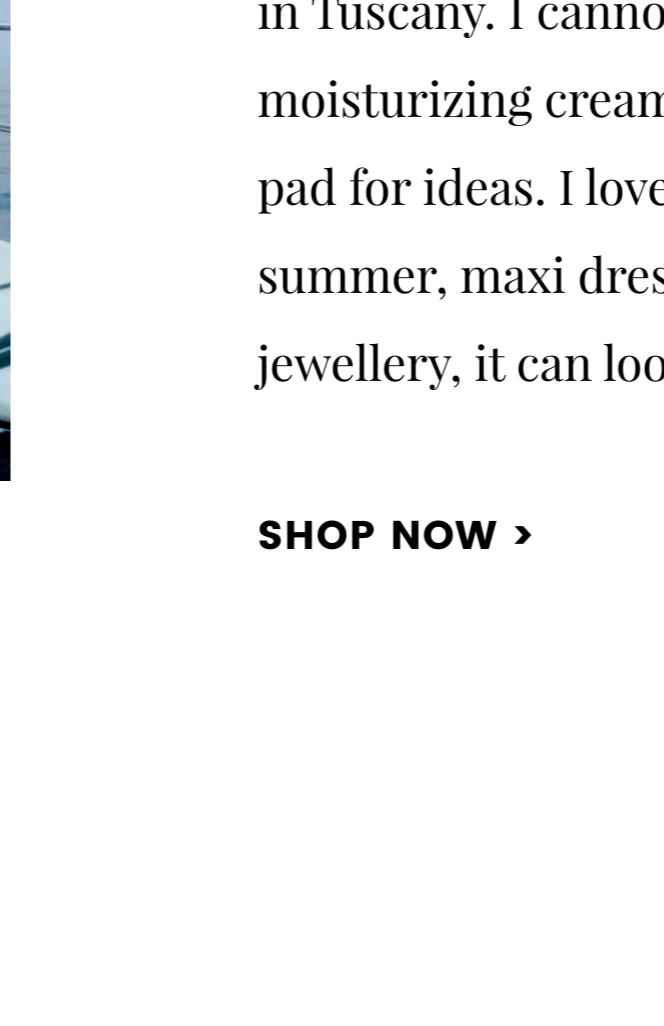
[SHOP NOW >](#)



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



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



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 >](#)

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

