

here, take this

Jane Herman lets a professional do her packing, one look at a time.

about two years ago I started keeping mental track of top-to-bottom looks that work exceptionally well for me. Not only is this fun and efficient, it also keeps me from feeling frantic in the morning. As someone who thrives on separates and seasonal uniforms, I find it especially helpful when it seems my closet is full of nothing to wear. There's that saying "Repetition is reputation." I like to think my signatures show style. The trouble is that by streamlining my urban everyday, I'm often a mess when it comes time to leave New York City. Even in Los Angeles, where I'm from and visit often, most everything I own and wear regularly looks out of place. So I'll overpack. Excessively. Panic, I know from experience, strikes when I'm far from the comforts of my closet. The farther I go, the more I take, regardless of the fact that a full suitcase does not make a successful travel wardrobe, just a heavy one.

So when my summer busies up with international escapes—to Tulum for a weeklong getaway with my boyfriend, Justin; to Stockholm for work; to Vancouver for a small celebratory dinner—I decide to try something new. Stacey Mayesh, a fashion editor turned personal shopper and stylist, comes highly recommended by a former colleague. I'm told she does complete closet overhauls, seasonal purchases, and some event dressing. When we meet and she shows me the customized lookbooks she makes for her clients' newly strategized closets, I am sold. With two photographs per page, each book lays out complete looks, including accessory options. Visually concise and shamelessly detail-oriented, they make my memory technique look like amateur hour. Instantly I want one for each of my upcoming trips. If I can pin down exactly what I'll wear, when, and with what, I reason, I'll be a lot less inclined to take the kitchen sink to Mexico with me. With my time abroad clocking in at a total of two weeks—day-, evening-, and activewear required—packing will be a breeze, says Mayesh.

We begin with my destinations. For Tulum, a storied spot with ancient ruins and an ecological beach town south of Cancún near the Sian Ka'an Biosphere Reserve, I imagine myself in bright colors and beads. "I want everything to be effortless and make me feel pretty," I write in an E-mail to Mayesh, in which I also list my go-to labels. At the top: Dries Van Noten, Chloé, and J. Crew. Mayesh suggests we begin with a location-inspired color palette—blues (ocean), yellows (sun), and lots of warm neutrals (sand). "You want things you can wear twice. Ethnic prints, fringe, basics that are ethically produced, nothing too precious," she writes. "I'm thinking Thakoon's tie-dye dress, Marni necklaces, Organic cardigans and tees, K. Jacques" view >92

tulum

BEACH BOUND
THE AUTHOR—IN AN ALEXANDER WANG TOP (\$362; SUITE ORCHARD, NYC), YIGAL AZROUEL SHORTS (\$385; YIGAL AZROUEL, NYC), AND BALLY SHOES (\$495; BALLY, BEVERLY HILLS)—TAKES THE BARE MINIMUM TO THE MAYAN RIVIERA (TOP LEFT). (1) 3.1 PHILLIP LIM BAG. (2) GLOBE-TROTTER SUITCASE. (3) BALMAIN VEST. (4) THAKOON DRESS. (5) SARI GUERON DRESS. (6) OYE BIKINI AND MARNI NECKLACE. (7) BALenciAGA BY NICOLAS Ghesquière HEELS AND JIGSAW SANDALS. (8) YOYA FUTA. (9) LIGNE ST BARTH SPF 30 SUNSCREEN AND DEREK LAM SUNGLASSES. (10) LOUIS VUITTON LUGGAGE AND SMYTHSON NOTEBOOK.

Herman: KEIRON O'CONNOR. Styling: Editor: Kengon Singh; hair: Greg Behrman at L'Oréal NYC for Kérastase; makeup: Greg Vaughan at L'Oréal NYC for M.A.C. PRO: Tulum; © SUE CARPENTER/Avon. Details, see in This Issue.

vancouver

NORTHERN COMPOSURE
"URBAN OUTDOORSY," MAYESH CALLS IT. (1) JENNI KAYNE DRESS. (2) DRIES VAN NOTEN SCARF AND ANYA HINDMARCH SUITCASE. (3) SEE BY CHLOE JACKET. (4) CELESTINA STERLING-SILVER CLUTCH. (5) BALenciAGA BY NICOLAS Ghesquière BAG. (6) RAY-BAN SUNGLASSES. (7) SCARVES BY DENIS COLOMB AND DRIES VAN NOTEN. (8) SHIPLEY & HALMOS JEANS. (9) SIGERSON MORRISON SANDALS. (10) PROVA BRACELETS.

ternative tees, Golden Goose shirts, Adidas by Stella McCartney shorts) with metallic accessories that she recommends I buy (for summer in New York, too)—Sigerson Morrison sandals, a Celestina woven silver clutch, Prova bracelets—makes it all come together. The ten key pieces for each trip create a finite number of travel-ready looks that Mayesh and I photograph and file with a master packing list. Add to each the softest scarves from Denis Colomb (for chilly nights and drafty airplanes), and some sequin-sewn ones from Dries Van Noten (for texture), and my carry-ons are officially complete. I'm relaxing already. □ view >94

Stacey Mayesh, (917) 859-8240; staceymayesh.com.



sandals, and lots of earth-toned bikinis. Maybe a red one, too," she adds at the end. "It'll look great with denim shorts."

Similar E-mails bounce between us about what I'll need for Stockholm and Vancouver before she comes to see my closet. I tell her beforehand that I have a modest budget, with room for a handful of spot-specific purchases and one or two pricier investments—things that I can wear on all three trips and beyond. She arrives at my apartment with Si Belle caftans on consignment, the chicest cotton futas from Tunisia to use as beach blankets in Mexico, and a plan. For Stockholm my look will be young but professional, and centered on jeans with fancier accessories for evenings out. "You'll need to navigate," Mayesh says. From my denim pile she pulls a pair of jeans from, fittingly, the Swedish label Acne (favorites, I tell her), and advises me to buy a large messenger bag for notebooks, maps, et cetera. "Lanvin?" she asks. Absolutely. "You're traveling alone, so take something close to your heart [definitely my wolf-head Gerard Tully ring, a gift from Justin that I like to wear on a long chain around my neck]. You need one dress—let's look at Bruce or Narciso Rodriguez—and a tough urban heel of your choosing. Plus," Mayesh continues, "I love this superwide trouser with a sexy drapey Rick Owens tank and cropped jacket." She shows me a picture of Peter Som's Gatsby pant. I have a similar one from 3.1 Phillip Lim. "I'd wear it with a flat," she says. My thoughts

stockholm

SHORT AND SWEDE
SO EASY TO NAVIGATE. (1) NARCISO RODRIGUEZ DRESS. (2) T. ANTHONY DUFFEL. (3) RAG & BONE MINI TRENCH. (4) LANVIN BAG. (5) MARY GREEN BOY SHORTS. (6) LANVIN BOOTS. (7) ACNE DENIMS. (8) ARMITRON WATCH. (9) CHLOÉ SUNGLASSES.

