

VIEW

Leader of the Pack

working. With her white-blond hair, Gemma looked like a supertoned Brigitte Bardot. As if that weren't enough for this postpartum Vogue, I have never seen such a fabulous or eclectic beach wardrobe. Gemma changed three or four times a day, like a grand Victorian lady. Even my husband said about my poolside looks, "You could do better."

On our first day, Gemma started the morning in an immaculately pressed, thin white cotton Bamford caftan with tiny white beads at the neck and cuffs. "I love white for breakfast," she said. Then she decided on a putty-brown Melissa Odabash bikini because "it's like the perfect plain white T-shirt. I don't like dangly bits or diamanté or metal, which would get hot in the sun—I would burn myself!" She threw on an utterly original fuchsia chiffon baby doll dress heavily embroidered with silver thread from Liza Bruce ("the queen of caftans"). She added flat tan sandals from Jimmy Choo, very dark Oliver Peoples sunglasses, and a giant L.L. Bean tote with her initials. She headed down to the Sandy Lane beach for a swim. She looked divine. A couple of hours later, Gemma arrived back to change before going out for lunch. "I really hate being in a sandy wet bikini," she said, putting on an electric-blue Pucci bikini. She then decided on a blue-and-white ikat-print silk caftan to wear over it ("If I wear something slightly sheer, I wear a matching bikini"). Later that afternoon, Gemma put on a pair of seventies-feel Victoria's Secret terry-cloth shorts with a vintage Victorian bodice, perfect for messing around with the twins on the terrace. "I am very organized with my packing process," she said. "If we are away for two weeks, I plan seven day outfits and seven evening, then mix and match." For beach clothes, she picks up bits and pieces everywhere. "Gilly Hicks from Sydney is my new obsession," she said. "My favorite thing is their red-and-white polka-dot bikini with padded top and frill round the hips. It's very fifties pinup." She



WATER BABY
KIDD WITH
DAUGHTER, MAE
BARBADOS, 20

JEMMA'S BEACH WARDROBE WISDOM

- Bring nothing with too many ties or that is too fiddly. The key is **easy, elegant, and quick**.
- Everyone needs **one white bikini**.
- Don't go too matchy-matchy—**mix solids with patterns**.
- For comfort, **Fit Flops are the best shoes**, but you don't want to bump into too many people while wearing them.
- For sunglasses, you need **wraparound for sport, überchic ones like Tom Ford's, and a really, really dark pair for sunbathing that aren't too big**—otherwise you look like a panda.—p.s.

found a glamorous pair of Havaianas flip-flops studded with Swarovski Elements crystals at Harrods last year. She loves Pistol Panties for bikinis, of which she says she has hundreds. When it comes to evening, she has a favorite Matthew Williamson neon-pink mini prom frock, Donna Karan's simple black cotton shifts, or a crimson draped Vivienne Westwood dress. In case it's chilly, she carries a Tallulah & Hope navy cap of superlight wool—the chicest beach cover-up I've ever seen.

Later this summer, Gemma will jet off to Rome, Spain and Cornwall. How will she cope with all that packing? "When I come back from holiday, I have everything washed, ironed, and placed back into the suitcase," she said proudly. "I don't take the same things to every holiday, but it means everything's in one place." It's an orchestrated, thoughtful and stylish approach to packing. I started dreaming about my own summer trips to Ireland and the Yorkshire moors. I won't need polka-dot bikinis, but a rainproof cape would be wonderful. "Try Toast," suggested Gemma immediately. "They have the most wonderful sludge-green capes for summer that you can throw over sweaters and jeans. That way you can look chic even in the English rain." □ view >10



IN CHARACTER
AGATHE BORN IN A
TRACY FEITH FOR LE
POP DRESS, \$1,320;
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AND AWAY WE GO

If a gypsy caravan collided with a pack of well-heeled Parisians, you'd have Le Pop, the traveling shop curated by French writer and filmmaker Agathe Born. After debuting at Le Baron NYC this month, the pop-up boutique whisks off to Montauk, New York, and St.-Tropez in July, then Ibiza in August. Inside you'll find Cédric Rivrain's artwork, vintage Chanel bags, custom Yazbukey jewelry, Maison des Vacances linens, and a capsule collection designed by Tracy Feith. "I had in mind the portraits of Celia Birtwell by Hockney," Born says of the fifteen limited-edition dresses. "Tracy came up with ideas that are so charming and feminine"—like white lace with referee stripes or pastel tweed with floral-print insets ("Constructivis collage" is how Feith describes it). The two first collaborated on costume design for Born's upcoming short film *Ephemère*. "The way I design is very cinematic. All the dresses have a personality, almost like characters," says Feith. "It's not so much for fashion's sake but for life—for story's sake." After all, there's a tale behind every souvenir.—STEPHANIE LACAVA