

STYLE & TRAVEL

Where an Airbnb Executive Stays When He Travels

By SALE STREIBER

Jonathan Mildenhall has more than a million accommodation options in over 100 countries when he travels for work or pleasure. They range from a one-room studio that sleeps five near Tokyo's fashionable Shibuya district to a four-bedroom townhouse in London's Notting Hill neighborhood to an expansive villa on Cape Town's Netleton Road offering panoramic views of the Atlantic Ocean.

Yes, Airbnb executives do stay in Airbnb homes on business trips. The company, founded in 2008, allows people to open up their homes to travelers for a per-night fee. Mr. Mildenhall, 47, the company's chief marketing officer, says he uses the service exclusively when he travels. He started booking homes in places such as Miami and Rio de Janeiro for his vacations three years before Airbnb hired him. (Now, as an employee, he receives a quarterly stipend to use for personal travel to Airbnb residences.)

Born in Leeds, England, Mr. Mildenhall has worked on award-winning marketing campaigns. Most recently, he served as a senior vice president for Coca-Cola in Atlanta and oversaw the implementation of the "Open Happiness" campaign, among others.

Mr. Mildenhall joined Airbnb in June. He travels often from the company's headquarters in San Francisco to its offices in New York, Los Angeles, London and Singapore.

On a trip to New York this January, Mr. Mildenhall stayed in a one-bedroom Airbnb loft in SoHo. Accompanying him were a Tumi Arrive Orly International suitcase and a Louis Vuitton messenger bag—a District GM model in their black damier print. Mr. Mildenhall searched extensively for these two items when he joined Coca-Cola and realized he was going to have a "relentless, warrior-style, business travel life," he says. "I asked people: 'What's the equivalent of a Rolls-Royce for luggage?'"

Inside are toiletries, clothes and a collection of notes from his partner, who writes him a new one whenever Mr. Mildenhall travels. As a marketing expert, Mr. Mildenhall claims loyalty to the labels that have done him well over the years. He adds: "It's also a very efficient way of packing a suitcase, because I know what works together."

Mr. Mildenhall exercises regularly. He carries Nike Air Max sneakers, Lu-



Airbnb executive Jonathan Mildenhall, above, and some of his travel essentials, below left: 1. mix of designer shirts; 2. Sure for Men deodorant; 3. Oswald Boateng blazer; 4. Terre d'Hermès scent; 5. Lululemon shorts; 6. Hugo Boss T-shirts; 7. Dolce & Gabbana underwear; 8. La Prairie and La Mer facial products; 9. Nike Air Max sneakers; 10. knee braces; 11. Sesderma moisturizer; 12. Levi's jeans, with notes from his partner. And below right: 13. magazines; 14. Louis Vuitton messenger bag; 15. Beats headphones; 16. iPhone; 17. hearing phone case; 18. green felt pens; 19. ear plugs; 20. wallet; 21. reading book; 22. Moleskine notebook; 23. amethyst crystal; 24. amber.



lulemon shorts, knee braces and Hugo Boss T-shirts. Plastic bags store his sweaty clothes. "I work out every day, so traveling home can be quite revolting," Mr. Mildenhall jokes.

Toiletries include Terre d'Hermès aftershave balm, La Prairie astrigent, La Mer eye cream and Sesderma Snailas Liposomal Serum, a moisturizer infused with snail secretions. His deodorant is more conventional, a \$3 container of Sure for Men.

For day wear and evening appoint-

ments, Mr. Mildenhall carries shirts from brands like Prada and Alexander McQueen, a suit jacket from the tailor Oswald Boateng on Savile Row in London (Mr. Mildenhall has been a client for 20 years), Dolce & Gabbana underwear and Hugo Boss socks. The only denim he'll touch is Levi's, a brand he recalls starting to wear on Christmas Day in 1981. "I feel dressed for anything in denim," says Mr. Mildenhall. "Even a black-tie affair."

His carry-on Louis Vuitton mes-

senger bag contains an iPad Air, which contains all of the Deepak Chopra audio and written books and meditation sessions. He listens with his Beats headphones.

Mr. Mildenhall also carries amber and amethyst crystals—the former for creative inspiration, the latter for relaxation, he says. Airbnb executives are assigned various books to read throughout the year. In January, Mr. Mildenhall carried "Essentialism: The Disciplined Pursuit of Less" by Greg

McKeown. Felt pens in green, a color that Mr. Mildenhall says unlocks his creative spirit, are used to jot down notes in the margins, and in his Moleskine notebooks.

Mr. Mildenhall always has a fresh pair of orange CVS earplugs. He listens to music on his iPhone while in the air. It "is stocked with the widest range of female vocalists that any man can ever have," he says. "I love the power of a woman's voice." His favorite: Whitney Houston.



When back pain made climbing stairs an ordeal, she asked us to help her rise above. We helped her climb a mountain.

What's your back pain story?
Chiropractic care is helping millions achieve optimal health without the use of drugs or surgery.
To locate a Doctor of Chiropractic near you, please visit: www.f4cp.com/findaDoctor.



The vibe at Alessandro Michele's debut for Gucci in Milan on Wednesday was androgynous, intellectual.

Gucci's New Vision Is Nerdy-Chic

By CHRISTINA BINKLEY

Tom Ford has finally left the room, as far as Gucci is concerned.

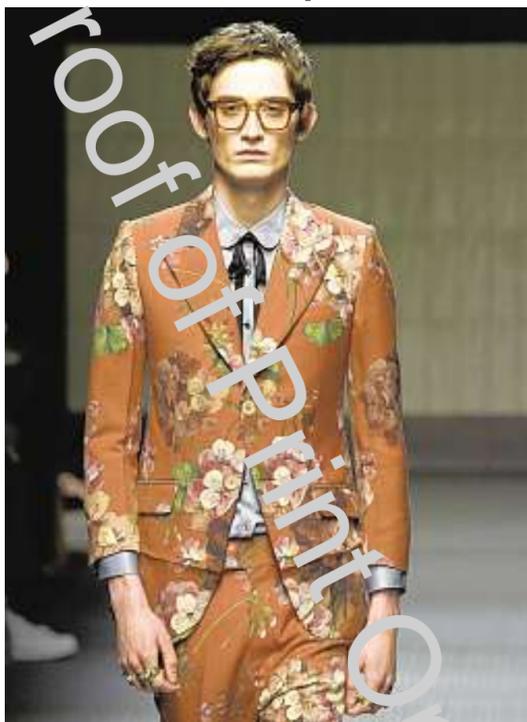
Alessandro Michele made his debut as the Italian luxury brand's designer on Wednesday in Milan, bringing an entirely new sensibility—intellectual, androgynous, nerd-chic.

The famous Gucci loafer was reborn as a fuzzy half-bedroom-slipper. Several male models wore women's blouses and suits.

Models wore big eyeglass frames and pleated below-knee skirts, giving the effect of nerdy schoolgirls. The designer said the point was that people needn't seek perfect beauty. "We don't need to fix everything," Mr. Michele said with a shrug.

Gucci's "flora" print, which previous designer Frida Giannini resuscitated from the archives to great success, wasn't in evidence. Instead Mr. Michele used an upholstery-like floral print on suits and dresses.

This intriguing new direction is a sea change for Gucci, which has revealed in being a sexy girl-about-town brand since Mr. Ford revived it in the 1990s. He left the label in 2004, but until now, the label really never left him. In fact, the label has been so closely associated with him that many consumers have been unaware



Oversize eyeglasses, and a floral print on suits and dresses at Gucci.

that he was gone.

Mr. Michele is a relative unknown and Ms. Giannini's former assistant. His appointment was a surprise within the fashion industry. Marco Bizzarri,

Gucci's chief executive, says he interviewed many other designers before settling on him. "Many, many! He was the best!" Mr. Bizzarri said after the show.