

INTRODUCING

Man vs. Wild

Miles Johnson, Patagonia's new creative director, on designing—and packing—for the great outdoors.

PHOTOGRAPH BY CHRIS MCPHERSON



Designer Miles Johnson at Patagonia's headquarters in Ventura, California.

AFTER WORKING for 14 years at Levi Strauss, Miles Johnson knows how to make rugged clothing. But it is his passion for travel that best prepared him for a new role at the adventure gear company Patagonia. The U.K. native recently biked and canoed his way through the countryside around Göteborg, Sweden, and explored Kyrgyzstan's Tian Shan mountains on horseback. "It's important

to field-test in the diverse climates we're designing for," says Johnson, who just began working on his first collection for the brand. "I find the best way to pack is lightly, and for any condition." (Easier said than done.) His current go-tos include Patagonia classics like the protective **Houdini Pullover** (\$89; patagonia.com) and versatile **Ascensionist Pack 45L** (\$179), which "fits an incredible

amount of stuff." Other essentials: white **Champion** T-shirts (\$17; hanes.com), **Aesop's** hydrating Parsley Seed Anti-Oxidant Eye Cream (\$87; aesop.com), the waterproof **Poler Wunder Bundler** (\$25; polerstuff.com) mat for sitting on wet ground, and a sketchbook. "If I'm not taking pictures, I like to stop and draw. It's nice to have an outlet for creativity." —LINDSEY OLANDER