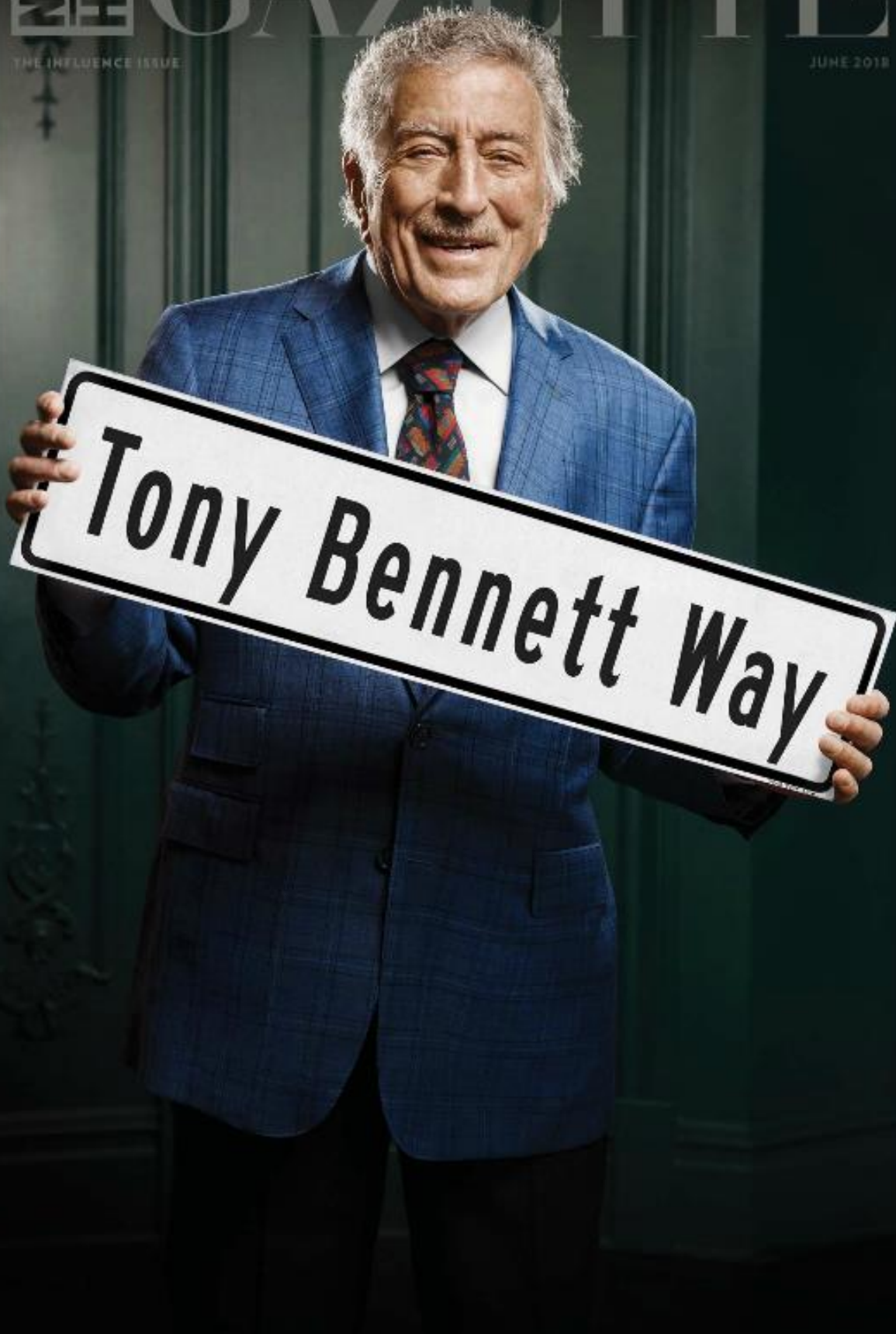


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TravelDiaries

COACHELLA, VIP STYLE

BY KRISTEN GRAY

Whether you're there to scope out the next level fashion scene, soak up some rays during the desert sun-filled days or discover new artists for your Spotify playlists, Coachella is a California festival unlike no other (even Burning Man). We asked a few of our friend to share their experiences from this year's #Beychella events — beware, FOMO may be induced.

Jay Jeffers & Michael Purdy

"This year, the hands down fave show was obviously **Beyoncé**. I mean no one can touch the Queen Bey," says San Francisco style-maker Purdy of his weekend with Jeffers (pictured at right), his husband and business partner. "Every year we do a house swap with a couple from LA who owns a killer house in the Twin Palms neighborhood. We go down to Coachella and they use our place in the Napa Valley. The VIP passes are a must for the couple, offering "several full-service bars, comfortable areas to lounge in, great vantage points to see the main stage, lots of interesting gourmet food options and places to escape the sun, and plenty of good people-watching. There are always good celeb sightings too." There are some who might roll their eyes at all the hoopla surrounding the news-making scenester magnet, which put festival fashion (including flower crowns) on the map, but let's face it: Haters are gonna hate, and when the concert lineup includes everyone from pop power-divas to **David Byrne**, who really cares what they think? Revenge is best served on Instagram. "Many people who have never been say that it reminds them of Burning Man. No way! While there are lots of incredibly cool art experiences, dancing venues and musical journeys one can take, Coachella is run like a well-oiled machine. The only thing one has to worry about is getting up to the front of the stage to see Beyoncé," Purdy adds. The designers loved watching Byrne perform as well as Jamiroquai, and relaxed in between shows by sipping on cold drinks alongside other festival-goers at host hotels the Ace and Arrive in Palm Springs. On Monday, they reserved a much-needed recovery day at the Palm Springs Yacht Club. That's called doing Coachella right.

