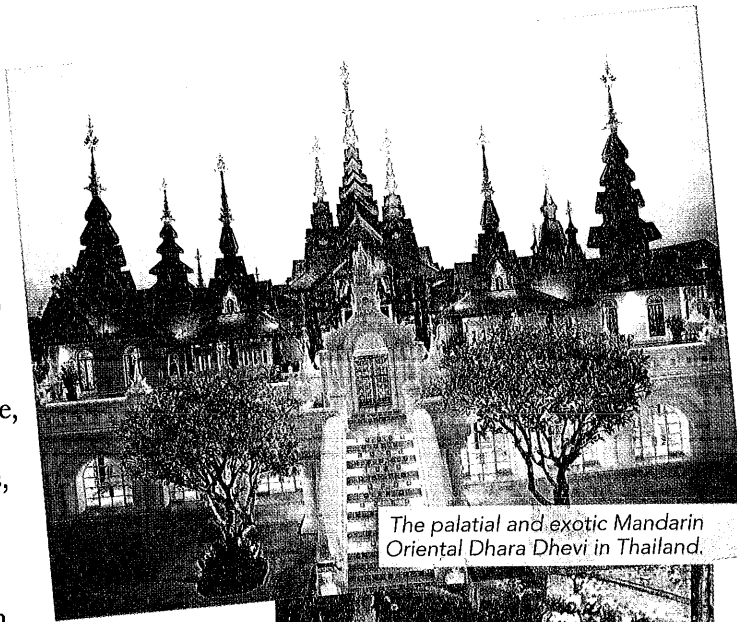


# Jonathan Isaacson, 41, president – Gemline

As the president of Counselor Top 40 supplier Gemline, Jonathan Isaacson racks up more frequent flier miles than most on his many trips overseas to find new items, ideas and inspiration to keep his company on the forefront of product design and selection. Having lived in Hong Kong for two years in the early '90s and recently there for the shows in Asia, we caught up with Isaacson and asked him to dispense some traveling wisdom.

- **Number of days you're on the road:** About 35% of the year.
- **Favorite destination:** The next destination is always the best one.
- **Favorite airline:** Singapore Airlines followed very closely by Cathay Pacific.
- **Favorite luggage:** Gemline, of course! I have a Gemline Vertex backpack and Gemline Meridian rolling carry-on, which have lot of miles on them and have held up to a lot of punishment.
- **Favorite hotel:** The Mandarin Oriental Dhara Dhevi in Chiang Mai Thailand. It's new and a really special property. They have 90 gardeners on staff and the flowers and plants are amazing. The staff, grounds, and food are tremendous.
- **Favorite restaurant when traveling:** Some favorites are the Curry Bar at the Raffles Hotel in Singapore and The Jin Bao Restaurant in Beijing – which is great for Peking Duck.
- **Travel necessity:** My workout stuff. I workout almost everywhere I go, which helps a lot with the jetlag.
- **In-flight reading material:** I take a stack of reading. *The Economist* is probably the best magazine for unbiased world reporting. I also bring *Business Week*, *Fortune*, articles and a book or two.
- **Best souvenir:** My wife and I bought some antique Chinese wedding baskets. Traditionally, these were gifts for the bride when she was married. It would be interesting to know the history of the baskets we have, which are quite old.
- **Strangest/most surreal experience you've ever had while traveling:** I guess surreal is in the eye of the beholder. One of the most memorable was hiking in Tana Toraja in Sulawesi, Indonesia. (It takes a very long time to get there). The people there make effigies of their departed loved ones. There were entire "communities" of these effigies, which remind me of the terracotta soldiers (except that they are made out of fibers), spread along our hiking trails.
- **Advice for being comfortable on a really long flight:** Not to get on the plane in the first place.



The palatial and exotic Mandarin Oriental Dhara Dhevi in Thailand.



Jonathan of the Jungle, at the start of an elephant safari in Northern Thailand.



Ornamental baskets were given to Chinese brides on their wedding day.

"The best magazine for unbiased world reporting."

