Onward
In Joyful Fashion
THE PLACE

Big Sur, Calif.

BEST FRIENDS AND DESIGNERS OF FASHION BRAND THE GREAT, EMILY CURRENT AND MERITT ELLIOTT GIVE US A TOUR OF THIS CHARMING NORTHERN CALIFORNIA TOWN

WHERE TO STAY Big Sur is a coastal community along the Pacific Coast Highway with little pockets of campgrounds, inns, galleries, and restaurants with beautiful views. The Great was inspired by its rocky coastline and redwood forests. When we visit, we like to stay at the Post Ranch Inn (1); it feels like staying at an elfin village of tree houses. Its store, Mercantile, is a great place to go for splurgy shopping. The architecture is amazing, and there are majestic sights and acres to explore. We also like Ventana Big Sur Resort (2), which is across the street and nestled in the woods, with lovely on-property hikes.

WHERE TO EAT Our favorite is Sierra Mar (3) at Post Ranch Inn. It's on a cliff overlooking the ocean, and the fresh-seafood dishes and salads have been some of the best meals of our lives. Big Sur Bakery & Restaurant is another favorite for savory pastries, homemade sourdough, jams, and coffee. It also has delicious wood-fired pizzas. Big Sur Roadhouse is great for a cheese plate and small bites after a hike.

WHAT TO DO We're both from Northern California and have fond memories of family car rides to the coast to explore and go camping. We enjoy hiking and picnicking at Julia Pfeiffer Burns State Park (4)—one direction is a rustic trail in the woods, and the other takes you to the incredible McWay Falls, where a waterfall spills right into the ocean. We'd also love to plan a visit to the Henry Miller Library (5), named after the author who lived in Big Sur, to grab coffee and listen to live music, and to shop for hand-dyed linens and apothecary at Mother Botanical & Shop (6).

WHAT TO PACK Bring light, casual pieces that easily go from a hiking trail to a cliffside lunch.