Trainleisure: Rewriting the Fashion Rule Book Abroad

It’s more than a summer trend - the Golden Age of train travel is back and capturing a new audience of American travelers abroad. That infinite sense of possibility you feel boarding a train towards new horizons (and across country borders) has never been stronger.

Last year, more than a million Americans used Trainline to get their hands on the best ticket prices and plan out their dream European vacation. Perhaps unsurprisingly, this trend coincides with an increased desire for European travel, with more Americans flocking across the pond than ever.

With Trainline, Europe is in the palm of your hand. It’s the most effective (and scenic) way to see multiple cities and regions on a single trip without feeling rushed — after all, the journey should be just as fun as the destination.

Just as train travel is booming like never before, the latest style trend sweeping American travelers is ‘trainleisure’ — stylish clothing that looks just as good while riding the rails as it does strolling the city sidewalks of Milan or Paris. Most importantly? It combines style with comfort, the perfect pairing for travelers wanting to look just as chic in transit as they do out on the wine tour or sunset sailing cruise.

Cover image: Cinque Terre, Italy
Family travel can be the ultimate bonding experience or the ultimate headache if you don’t plan ahead. Read below for our top tips for intergenerational train travel.

Tip 1: Plan your route in advance.
When traveling in a group it’s best to have your route solidified in advance – plus you’ll save by booking early. Manage expectations for length of travel time per day, and scatter the longest ride times throughout the trip to avoid the question all parents dread: are we there yet?

Tip 2: Pack light.
Although, of course, your luggage count increases when you’re with a larger group, try to eliminate as many extraneous items as possible. Encourage responsibility for personal items on board, and make sure each member of the family carries backpacks to free up extra hands for carrying suitcases from one destination to the next.

Tip 3: Bring snacks.
Nothing puts a damper on a lively family vacation like a hangry teenager! Bring a bag of granola, some fruit, or if you’re feeling very British, a slice of Victoria Sponge for a sweet treat.

A Proper Good Time Across the Pond

From the Highlands of Scotland to the Cotswold countryside, there’s far more to explore in the United Kingdom than simply London. In Great Britain alone, there are more than 2,500 rail stations serving England, Scotland and Wales.

Book a train from London to Edinburgh and from there head to Inverness, the Isle of Skye, and beyond in the Scottish Highlands — the West Highland Line offers the most stunning views of this seemingly otherworldly landscape. If you’re looking to stay closer to London, then the Cotswolds are the perfect rural getaway. Animal lovers and families will enjoy visiting Cotswold Farm Park or you can explore the gardens of King Charles’ private Highgrove home.
Of all the countries in Europe to explore by train, France is undoubtedly a must see for new and seasoned travelers alike. There are more than 1,000 miles of high-speed train lines all over France and the trains visit nearly every city. Plus, Paris is a central location to start your trip around Europe, with convenient lines to London, Brussels, Milan, Bordeaux, Nice and more all there. The breathtaking scenery on the journey from Paris to Saint-Jean-Cap-Ferrat, or Paris to Côte d’Azur, is especially magnifique.

If you’re looking to tour Paris on a budget, be sure to review all the activities that are available for free and grab a Paris Pass to save on even more experiences like exploring the Sacré Couer in Montmartre and wandering the iconic Père Lachaise Cemetery (the resting place for Oscar Wilde and Jim Morrison). Other simple yet memorable activities include grabbing a warm baguette from a boulangerie, some cheese and eating on the banks of the Seine, or shopping the numerous stands and antique vendors at the Marché aux Puces de Saint-Ouen.

Bon Voyage a Paris!
Yes, Italian cities like Rome and **Venice** are popular, but don’t forget the unexpected regions to be discovered. Consider the Dolomites for an Alpine ski trip or hit the beach at Capalbio in **Tuscany** for a change of pace — all of which, of course, are easily navigated via the Trainline app.

Italy continues to be a top destination for Americans and there’s no better way to explore the varied and beautiful Italian countryside than by train. Plus, with tourism to the country increasing again this year, the ease and convenience of train travel is more appealing than ever. Whether you’re headed north to **Lake Como** or south to the Amalfi Coast, there are innumerable hidden gems to be found along the way.

**Living La Dolce Vita in Italy**

* Pollfish survey conducted in July 2023 from a random sampling of 1,000 respondents (including 500 men and 500 women) aged 25-54.

### Three must-have Italian items to bring home

1. **Lake Como** is famous for its silk, and travelers should be sure to return home with an Italian silk scarf after visiting the gorgeous region in northern Italy. Brands to look out for include Mantero, Ratti, Clerici, and Frey.

2. **Capri** is famous for its ceramic shops, and the Seagull Capri, centrally located in Via Roma, has some of the finest selections of handmade Italian ceramics.

3. Head to Vibi Venezia in Milan for the iconic velvet “Furlane” Venetian slippers that every chic Milanese person wears once springtime rolls around. And, given Milan’s status as the nation’s fashion capital, you will want to trust their taste.
Embrace the sublime serenity of sleeper trains, the most magical way of discovering a new city. What other method of travel allows you to fall asleep in the City of Light only to wake up in Nice?

Sleeper trains have been making a comeback in recent years, especially in Europe where you can watch charming villages, gorgeous rolling hills, and undulating vineyards pass by your window. There’s no better way to see it all – just book your ticket, pack your best pajama set and prepare to travel the lesser-known corridors of Europe. Bon voyage et bonne nuit!

The Magic of Midnight Trains

Top 3 Sleeper Car Routes

Paris ➔ Nice

Munich ➔ Venice

Amsterdam ➔ Zurich
Your Euro-Chic Checklist

✅ The art of camouflage
Avoid being lost in ‘trainslation’ by forgoing items that scream tourist, key among them a camera bag, bucket hats and location-branded sweatshirts.

✅ Flats are friend, not foe
Nothing gives away a tourist like wearing a pair of sky-high heels or plastic flip-flops while walking around cobblestone streets. If you truly want to look like you belong in Europe, purchase a pair of handmade leather sandals from a local vendor — they’re stylish and make a great souvenir.

✅ Sweater weather
A sweater tied around your waist makes you look like a tourist, but a sweater draped elegantly over your shoulders makes you look like a traveler. The former look is the province of busy dads at a soccer match, the second is a hallmark of Vogue editors.

✅ Monochromatic magic
When packing, stick to neutral colors that mix and match easily. Monochromatic outfits are the easiest way to look sophisticated on your travels and embody a quintessentially European look.

✅ Leave the baggage at home (emotional and physical)
Be honest – half the clothes you pack are never worn, and feeling weighed down by heavy luggage shouldn’t be part of your trip. When in doubt, a straw basket purchased along the coast (especially the French Riviera) doubles both as storage and a Euro-chic accessory.

When asked if comfort or style is more important when planning their vacation wardrobe, 45% of consumers chose “both - I want to look stylish but still feel comfortable in what I’m wearing.”
Country Hopping with Confidence

Top 5 trending itineraries in Europe

1. London ➔ Paris

2. Nice ➔ Ventimiglia

3. Amsterdam ➔ Brussels

4. Paris ➔ Milan

5. Munich ➔ Salzburg

Insider Tips

- Have your passport readily available in your day bag. Especially when you’re hopping from train to train, you don’t want to waste time rummaging in your carry-on.
- Layer up! Pack a variety of lightweight layers in a neutral color palette so you can adjust to the varying day and night temperatures. A chic, lightweight scarf will be your best friend.
- Invest in a portable charger that can power your device on the go - you never know when you’ll run out of juice. Be sure to also research the outlet format in each country and purchase a travel adapter ahead of time.
- When traveling, always ensure you’re ready for the unexpected. Download the Trainline app for real-time information on routes and ticket pricing.
Pack as compact as possible
Stuff socks in shoes to save space and keep shoes from creasing. I suggest also rolling belts and placing them in shoes as well.

Storage inside storage
Buy mini stackable pots to put your cosmetics into, that way you have all of your small belongings in one area, allowing you to stay organized on the go.

Pack as many neutrals as possible – from top to bottom.
Try to pack as many neutral-colored clothes as possible – not only will you look effortlessly chic wearing cream, white or black, but you’ll double the number of outfit combinations you can create.

57% of consumers agree with the statement “the thought of packing for a European vacation gives me anxiety”
Trainline is Europe’s No. 1 destination for train tickets, offering great value on more than 270 rail and coach carriers across 45 countries. With Trainline, travelers can explore Europe from the palm of their hand – making it simple to book all their train travel needs in one, easy to navigate place. European rail travel is easier, more cost effective and accessible than ever before - sit back, relax and enjoy the journey.

All destinations and more are available through Trainline.