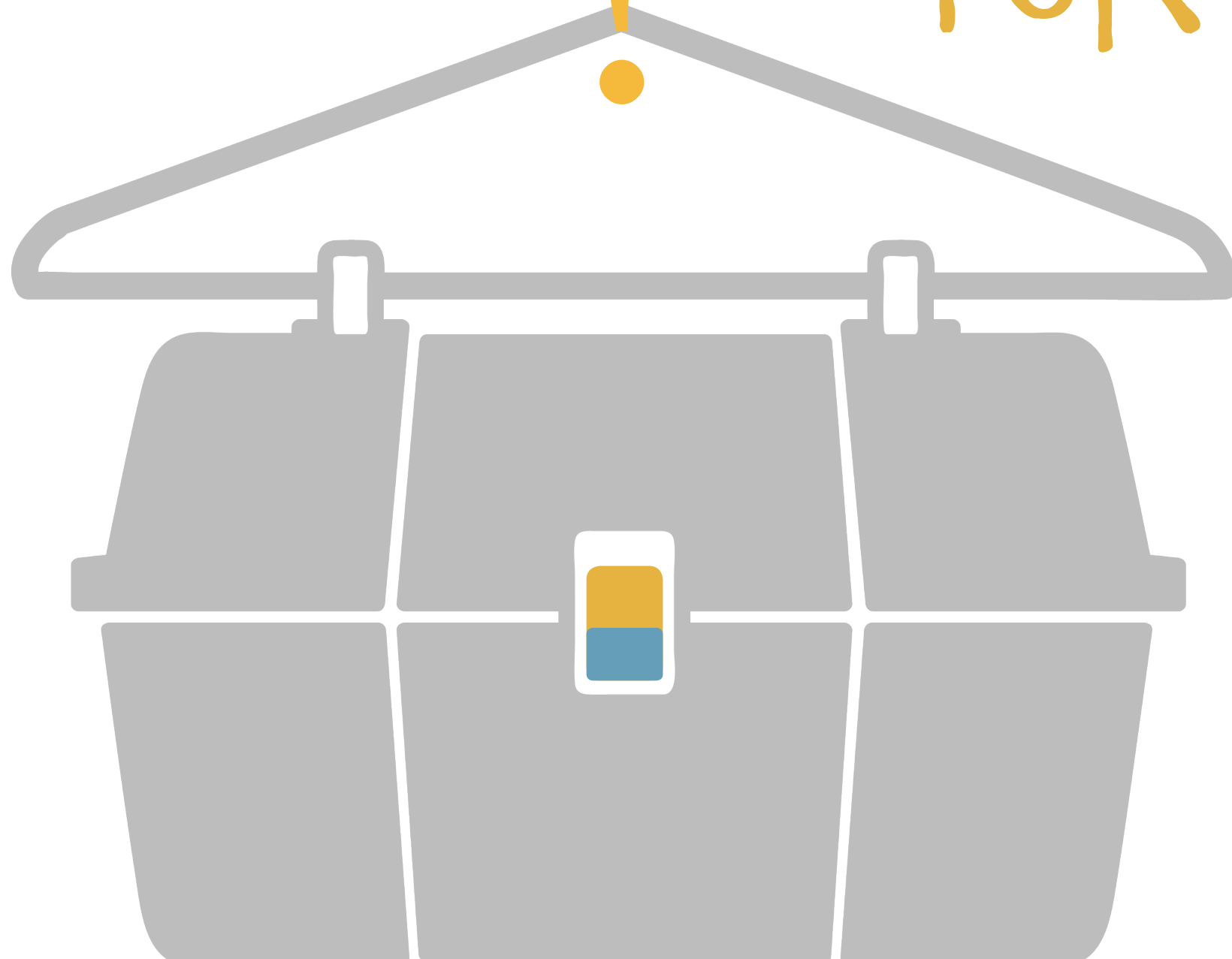


JACKET ? FOR TRAVEL!



“ THAT MEANS CLOTHING THAT WORKS WITH ALL THE GADGETS WE NOW LUG AROUND. ”



THE TRAVEL JACKET GEEKS ADORE

• BY NICK BILTON

I hate my kettle.

Actually, it's not my kettle; it's my wife's. She bought it because she fell in love with its square, white simplistic design. But while beautiful, it doesn't let you know when the water is boiling. There is no whistle or automatic shut-off; it just boils and boils and boils. It's form over function, which is why I hate it.

Hiral Sanghavi feels the same way about his clothes. He is part of the husband-and-wife team behind the 15-in-1 BauBax travel jacket that has made headlines worldwide for being a “Swiss army knife” of travel clothing. Before I get into what the jacket does (and it's a lot of nifty stuff), I'll tell you how it all began.

Sanghavi, 29, was studying business at Northwestern University's Kellogg School of Management, and was flying frequently to Berkeley, Calif., where he lives with his wife, Yoganishi Shah, also 29.

During the flights, Sanghavi, a self-identified geek, lamented the fact that his normal clothes didn't have designated spots for his various gadgets, including an iPad, headphones and an iPhone 6 Plus. So Shah, who worked at a computer networking company, decided to create a travel jacket that could solve her husband's problems.

The couple sat at their dining table and sketched various