



MK Although when you say ‘vignette’, I don’t know if I like that. We don’t do it as vignettes. It’s not planned. It’s more about where we think something fits, and finding ways to surround ourselves with the things we love.

THE STORE FEELS VERY HOMELY TOO.

MK We love what we did at home *and* here [the KLÛK shop], so we want to do more of it. We want to get into decorating.

CGDT When we opened in Joburg, what we loved is that customers would come in and look at my book that was lying there (because we slept in the store – it’s a home *and* a store; this is too) and they’d be intrigued by it and buy the book. What I love about it is that customers come into our world when they shop here.

MK This store is our home (but at work). We follow the same principles, we collect and edit the same way, but it’s for sale – the clothes and the homeware! In fact, there are times when I have had to be forced to sell a coffee table because I loved it and didn’t want to lose it.

HOW DO YOU GUYS LIVE?

MK Yohji dictates our lifestyle. Every day after work we walk him on the promenade.

CGDT After work we go from the studio to home and we pack his bag of toys, and then we spend about an hour at the promenade.

MK There can be up to 20 dogs playing. The happiest place on Earth.
CGDT After that we go home, eat and then we watch series [laughs]. We are *obsessed*. And we’ll probably eat four nights a week – we’re terrible – in bed with our TV trays, Yohji in the middle. Sad, but true.

IS IT PART OF A SWITCHING-OFF PROCESS FOR YOU?

MK It is. There’s a bit of mindlessness – of being entertained rather than having to think.

CGDT We’ve become very strict: Sundays, nobody is allowed to phone us. Our friends know. We can lie in bed until two. It’s our day off. But at the same time we also try to do things. We go out, go to restaurants, but not often. We don’t like doing press. We don’t like appearances, but we do it if we have to.

MK We’re not huge self-promoters, so even if you look at our Instagram there’s very little about fashion. It’s stuff that we love. I’m just thinking about it now. There are two types of designer: those where it’s all about them and what they’re doing, who they are and who they’ve dressed – and then there’s something like this, which is all about us but it’s who we are. It’s not about ego or bravado for us. It’s about loving what we do and celebrating beauty.

IS THAT A SELF-AWARENESS THAT COMES WITH EXPERIENCE?

MK It’s not something either of us ever had. It’s not about the fame and it’s not about being rich. It’s about making beautiful things. □

Thick, velvety mustard curtains delineate the changing rooms in the KLÜK CGDT store. OPPOSITE, FROM LEFT One of the displays in the store includes a unicorn head by Sobiet Studio; plum is the backdrop to the office on the second floor of the space. Here bookcases are crammed with inspiration, gifts and memories.

