Time Out Hong Kong

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WHY SHOULD DONNIE YEN 甄子丹 BELIEVE HIS OWN PRESS?

A sit down with Mr Action

SPRING CUISINE!

Experience the hottest food festival in town!

DEATH OF A TAILOR

Has Hong Kong's bespoke business finally folded?

SEXY 3-D!

We review the world's first 3-D erotic film (it's an eyeful)

HOW MUCH ARE YOU PAID?

Read our minimum wage debate

290 EVENTS LISTED!

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Kitchen creations Gokson's new cakery promises to innovate Hong Kong's dessert scene

MY HONG KONG

Bonnie Gokson
Baker extraordinaire

You're famous for your fashion, and for SEVVA, but now we hear you're opening a cakery...
Well, aside from my fashion background, I've been in the food business for many years, as early as the early 90s, when my sister had cafes and restaurants within her fashion stores around Asia. I did all the food concepts which became the benchmark for the F&B industry back then; it was also the time I introduced the Caramel Crunch Cake to Hong Kong. Today, I have SEVVA and the cakes I've created there have really taken off. We had so many orders that we just couldn't cope. So this encouraged me to open Ms B's Cakery.

Will you be hands on in the kitchen, or are you more of an 'overseer'?
Both. Naturally I'll be very hands on with my team and my exclusive formulas will give my cakery an edge. Hopefully, you'll love them!

Dessert deluxe One of many spectacular wedding cakes

Great! But aren't cakeries difficult to maintain in Hong Kong?
All businesses are difficult today as we are dealing with a clientele that expects only the very best. I've chosen a more challenging approach as I want to bring a "newness", or you might say a "freshness" to the undertaking; as with so many things in Asia, copying lacks originality.

Have you always loved desserts?
Who doesn't? I've been a foodie since I was young and I love so many things as I was blessed to have been exposed to so many different cultures and their cuisines.

Your creations sound extravagantly delicious.
Thank you! I love having fun with my work. It's just the same as how I created SEVVA's menu, I like to feel the personalities of the desserts; plus I have great imagination!

And what will you focus on?
We'll have a nice and varied selection of sweets for everybody. We'll even have sugar-free and gluten-free cakes. Plus we'll offer a bespoke service, and readymade cakes which will become our classics. However, for special occasions like weddings and corporate events, I will design something unique.

We'll be talking with Lord Norman Foster next week about his Kowloon District plans. Do you have any views on this project?
Lord Norman Foster is one of the most iconic artists in architecture, so I'm looking forward to experiencing this new project. I think it will definitely add value to Hong Kong.

You seem to be constantly in demand. How do you divide your time?
With great difficulty! [*Laughs*] I just seem to manage. And I *love* what I'm doing.

> "I like the personalities of desserts, plus I have great imagination!

Which living Hongkonger is a truly iconic figure?
My sister, Joyce, who is internationally recognized for her innate style, grace and compassion with everything she has touched.

What do you love most about living in Hong Kong?
The diversity, and the efficiency!

And what do you love least?
The pollution!

Tell us more about your family.
How many hours do you have? I come from a family of pioneers: a grandfather who founded one of the biggest department stores in Shanghai; a mother who was super glam and a great cook; a sister who singlehandedly introduced Hong Kong to the world's finest couturiers - her JOYCE empire extends into fine living, homewares, bridal, restaurants, and so on... and I have the honour of being her right hand for many years, sharing her success.

Describe the fashion scene today.
Quite fashionable and trendy, pretty edgy, but it can do with a lot more individualism.

We've been discussing the decline of Hong Kong tailoring this issue. Do you think it's in trouble?
It ain't what it used to be. Unfortunately, the hands and experience of the master-craftsmen are in decline.

Where are your favourite places?
There are lots... I love the charm of Aberdeen St, Pottinger St, the market places in Central, the small paths up at The Peak, Deep Water Bay, and the northeast New Territories where the National GEO Park is; plus different parts of Sai Kung and Double Haven.

How do you unwind?
I enjoy pottering around at home, reading, arranging flowers, enjoying and compiling music. I like taking long hikes on nature trails or just simply catching up with good friends all over the map.

When are you open for business?
We've chosen a triple treat date at the tail end of April to celebrate Ms B's Cakery launch, SEVVA's 3rd birthday... and the Royal Wedding!
Interview: Jake Hamilton

Ms B's Cakery will open on 29 April at 39 Gough Street, Central