



HEATHER



ANN



What do you love about each other's brand?

Ann: The 'mid century' inspired style of Skinny La Minx and the how Heather turns it into contemporary items. It fits perfectly with King Louie. I also love the use of color, high quality fabrics. You can recognize the African influence in the patterns.

Heather: It's inspiring to work with a company who also believes that business can be a force for good, not just profit. Good ethics and a positive work culture are both a really important part of the work we do at Skinny laMinx.

We make everything right here in South Africa, and I am also fiercely supportive of my team, striving to create an enjoyable, empowering working environment for everyone. We're a good fit with King Louie, as they also care about these things: who is sewing their clothes, the ethics in the manufacturing world, only working with people who can guarantee adequate working conditions and actively involved in organisations to ensure this can continue.

Also: King Louie has great style :)

Ann, all items are organic. Why?

There was no doubt about it. For Heather prefers to work with organic cotton and so do we. We both feel committed to sustainability and try to limit our environmental footprint, so we're making our collections more eco friendly every time.

Could you describe the tone / style of this collection in key words?

Both: Feminine, stylish, sporty, vintage, flattering.

For which type of woman is this collection made?

For women who have great style and busy lives, and value practical, flattering clothing in quality fabrics.

It also matches women who love the simple, clean prints in stead of the romantic flower prints.

Colour is key in both King Louie's collection as in Skinny's.

What's your favourite colour?

Ann: Blue, in all different gradients!

Heather: I love all colours... except purple!

How would you describe your personal interior style & personal clothing style?

Heather: Simple, patterned, clean and clear: inspired by ordinary things. Although we have a fair amount of pattern and colour

As for my personal style, I'm all about interesting colour combinations, clean lines, good fabrics, flat shoes and interesting jewellery.

Ann: My interior is Mid Century style. Beautiful design objects in soft colors, lots of plants and rotan items.

My personal style is a colorful mix of sporty, romantic, edgy and feminine. I wear soft tones and of course a lot of blue!

KING LOUIE
Skinny laMinx