

PROFILE



BECAUSE the owner of slick furniture manufacturer Trade Routes, this Dee de Kock, is a fire sign and a double Aries. Which means she lives dangerously. At 5am the other day, when the thunder was rolling around her castle-like house in Leeukloof, Cape Town, she would have loved to put her black Pajero straight back into the garage. But she did go to the gym instead. Why?



VISI ADRES

DEE DE KOCK

- **BECAUSE** she's afraid. Afraid of landing up in Shady Pines one day, with only her knitting and regrets for company. But that's absurd, you want to say. You're so successful, so gorgeous.
 - **BECAUSE** Dee is so disarmingly frank: "I'm a control freak. All my friends say so." They have come to this conclusion because she is involved in every aspect of her business. She designs, visits tanneries, looks for new producers and can, if needs be, do the books and the leatherwork. "You must know your business, otherwise your workers have the upper hand," Dee explains.
 - **BECAUSE** she began at the bottom. First as pattern maker for a clothing factory, then a buyer for Woolworths, then a designer of children's clothes, then BoE's decorator – after a builder friend had noted, "You've got some style." Which is about the feeblest compliment you could pay her.
 - **BECAUSE** Dee lives life to the full and steers clear of gossip, negative thoughts, instant coffee, box wine and washed-out T-shirts. Her favourite designers are Armani for clothes and Philippe Starck for furniture. And yes, she gets up at 5am, brushes her teeth in the dark and goes to gym. While the rest of us slumber.
 - **BECAUSE** the end result is worth it. The chic Trade Routes leather furniture is exported to affluent clients in England, Russia, Germany and Portugal. Why did this happen to Dee?
 - **BECAUSE** I believe in Gary Player's motto, 'The harder I work, the luckier I get'." And with that she hits the nail on the head.
- Trade Routes 021 447 5710

