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# Love at First Bite

Bonnie Gokson & Ms. B's Cakery

**B**onnie Gokson, Entrepreneur. Style Icon. Lifestyle Diva. Renowned for her innate creativity and impeccable taste and style, making major contributions to the fashion, luxury and lifestyle industries, Bonnie Gokson is officially recognized as one of "China's Top 100 Outstanding Women".

Growing up in a beautiful home where etiquette and hospitality were the norm, Gokson had the opportunity to travel and experience the best of the best on a global scale. The product of this cosmopolitan upbringing is projects making a lasting impact on the lifestyle industry in Asia. Considered by many to be art forms, they are constantly imitated. With every project she brings a unique talent for identifying, articulating and realising a trend or a mood, combined with an unparalleled passion for her work.

The former JOYCE Cafés around Asia gave her a wonderful opportunity to put her experience into practice. Nowhere is her style more visible today than at SEVVA, Hong Kong's most talked-about restaurant. She has twinned what she calls the 'DNA' of Hong Kong's multi cultural background with China's diverse regional cuisines to create dining at an ultimate simple yet luxurious level. It is the culmination of her studies of latest global trends globally, realised with characteristic creative flair.

Due to popular demand and the success for her sweets creations, she has decided to broaden the market with a commissary purveying her delectable and talked-about cakes & sweets to the general public, corporate groups, and other restaurants and outlets with her latest venture, a bespoke bakery business called Ms B's CAKERY.

郭志怡，企業家、時尚標誌、生活方式達人。在時裝界、豪華享受及生活品味方面貢獻良多，其創意及個人風格享負盛名。2010年，更榮獲「中國百名傑出女企業家」殊榮。

出身名門的郭志怡從小受到環境薰陶，得以感受和體驗世界上最美好的事物。她的品味對於亞洲生活品味產業影響深遠，充分反映郭志怡的經歷及追求完美的態度。對於每一項工作，她都能夠發揮其獨特天賦，識別時尚趨勢，並明確而有力地表達出來，同時將全部熱情投入其中。她曾參與的項目，在亞洲的生活時尚品味行業具有深遠的影響，屢屢被各界視為藝術作品，更不時受到仿效及追捧。

曾經遍佈亞洲的JOYCE Cafés則成為了郭志怡發揮專長、大顯身手之地。而城中話題餐廳SEVVA則是她對世界最新潮流領悟的頂尖代表作。SEVVA充分表現郭志怡獨特的創意及才能。她形容餐廳佳餚擁有香港的「DNA」——揉合傳統亞洲地方菜式及西方高級餐飲體驗，結合了她的個人旅遊與烹飪體會。

鑑於餐廳所提供的甜品獲廣泛議論和好評，郭志怡決定開設Ms B's CAKERY，專為普羅大眾、公司企業，以及其他餐廳等提供可口、愉悅、時尚的味覺盛宴。

Ms B's  
CAKERY





WPM: SEVVA is a big success in town and your passion in cakes is evident. Now that you've opened Ms B's CAKERY, can you tell us what your mission and concept behind this? SEVVA是一個重大的成功，更將你對蛋糕的熱情表露無遺。能否分享Ms B's CAKERY所肩負的使命，背後以甚麼概念支撐呢？

BG: First of all, I thank you in this interview. Our mission & concept for Ms B's Cakery is to set a new benchmark to the cake scene in HK by offering best quality sweet treats both in looks and tastes and also bringing it to a new fresh approach and level. 首先我十分感謝你們的訪問。Ms B's CAKERY的使命和概念，是希望通過賣相及口味一流的甜點，讓我們成為香港甜品行業的新指標，並將甜點推向一個更新更高的層次。

WPM: SEVVA is one of the trendiest venue for weddings and events, please share with us the Ms. B CAKERY Wedding Cake design for 2011? SEVVA是城中最時尚的婚慶、活動場地之一，請與我們分享Ms B's CAKERY 2011年度最新的婚慶蛋糕設計。

BG: Prior to the opening of Ms B's CAKERY which was 29th April, we received a huge order for small individual wedding cakes served to 300 guests plus a large 3 tier wedding cake for the cutting ceremony. Since the groom is Mexican, we worked with different colored layers of each tier, contrasting simply piped ribbon outlines to bind each layer and very pretty colored poppy flowers. It was so very fresh and different from the normal weddings and a joy for us to create. We do not have a wedding design for 2011 per se as every cake is different from another. Couples are all different with their wish list and since SEVVA, we've had so many wedding cake orders from a simple & elegant one tier cake to 8 tiers. There have also been requests to have one cake covered with diamonds & pearls plus loads of flowers. 我們並沒有所謂的婚禮蛋糕年度設計，因為每一個蛋糕都是獨一無二的。新人們各有不同，並對自己的婚禮有不同的要求與期望。因此Ms B's CAKERY會根據每對新

人的要求，度身訂造屬於他們的婚禮蛋糕，層數也由一層到八層不等。自今年四月底開張以來，我們已經收到相當於可供300位賓客享用的私人婚禮蛋糕的訂單；同時，為一個婚禮打造了三層的大型結婚蛋糕。由於新郎是墨西哥人，我們將每一層做成不同顏色，與各色彩帶相呼應，並佐以五彩罌粟花。這個蛋糕打破了婚禮蛋糕的常規設計，清新且散發無限愉悅；也有客人請我們將蛋糕以寶石、珍珠以及大量花朵包裹，創造屬於自己獨一無二的蛋糕。

WPM: What points should we pay attention to when ordering a wedding cake? 在訂購婚禮蛋糕時我們需要注意些什麼呢？

BG: To order a wedding cake, one must understand that the ones with lots of design work or tiers needs to withhold it's density. That's why fruit butter cakes or chocolate cakes are often used if they want to eat it as well. Most of our orders are for the cake cutting now. It'll be hard to work a soft chiffon cream cake with lots of designs. We usually have a butter cake done for the cutting part and so much hollow through offering hundreds of individual little cakes decorated with hand-made sugar flowers. However, we've also done a 3-tier fresh cream cake dressed up simply and we had so many compliments as this was what the mother-of-the-bride wanted so much. 在選擇蛋糕設計時，我們需要明白，那些擁有較為複雜的裝飾或較多層數的蛋糕需要用高密度的餡料來支撐。若是希望蛋糕可以被食用，則通常選水果奶油蛋糕或是巧克力蛋糕作為餡料。我們收到的訂單大多供切蛋糕環節使用，而若想用較軟的材質作為餡料，裝飾設計則不可太複雜。通常我們會做一個奶油蛋糕供切蛋糕儀式所用，並同時提供足夠賓客食用、佐以手工糖霜花朵的小蛋糕。不過，我們也做過一個裝飾簡約的三層奶油蛋糕，受到了包括新娘母親在內的眾賓客讚賞。



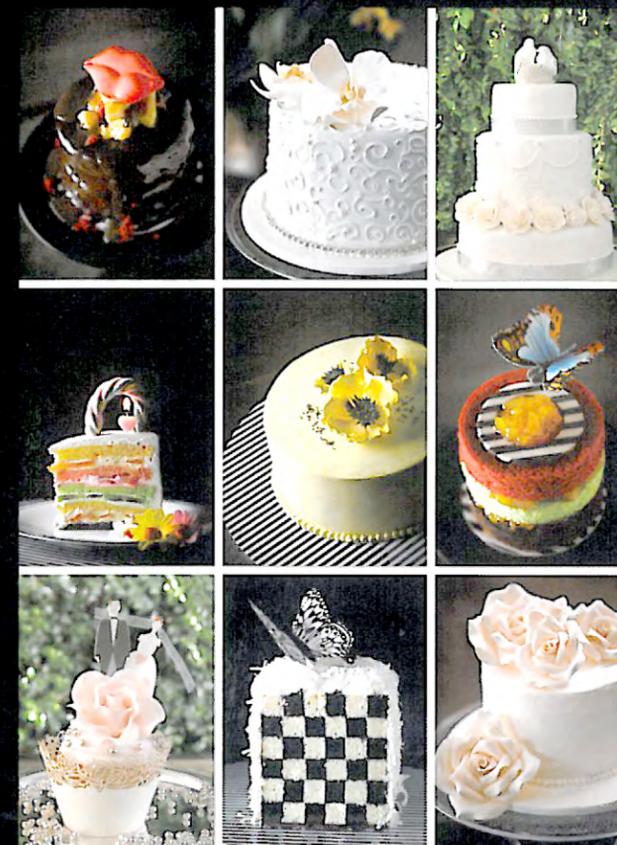
WPM: Among Ms. B CAKERY's signature collection, which one is your favorite and why? 在所有Ms. B CAKERY的特色系列中，你最喜歡的是哪一個？

BG: Amongst our selection available at Ms B's CAKERY, my favourite is Sunshine as I like the citrus freshness of it and the textures of poppy seed crunch plus cream etc....However, it all depends on my mood, I go crazy sometimes having another piece of Banana Lust with extra cream! I like simple tastes but it has to be good simple... the butterscotch that is drizzled onto the banana cake with cream and banana slices & banana chips, in my opinion, is quite sinfully yum yum! And when I am in the mood for chocolate, Better Than Sex is not only my favourite but everybody's. We have 5 different textures to this luscious cake...what's not to like? 在Ms. B's CAKERY現階段提供的選擇裡，我最喜歡Sunshine這個蛋糕，因為我喜歡它那股柑橘般的清新，以及香脆罌粟籽與奶油的結合。但有時，我的喜好會隨心情而改變。有時候我會為多吃一塊Banana Lust蛋糕而感到瘋狂。我喜歡簡單的口味，是吃起來味美可口的簡單。奶油糖果覆蓋的香蕉蛋糕，佐以奶油及香蕉片，實在美味得很。而當我想吃巧克力的時候，我會跟許多人一樣，選擇Better Than Sex。這款濃郁的蛋糕有五種紋理，叫人如何不愛它呢？

WPM: Totally agreed with your saying of "LOVE AT FIRST BITE..." wedding cake is one of the most important elements in wedding. How do you see high quality designer wedding cake business in local HK wedding market? 我們十分同意你所說的"LOVE AT FIRST BITE..."，因為蛋糕在一個婚禮中著實扮演十分重要的角色。對於香港高品質設計的婚禮蛋糕市場，你有何看法？

BG: Committing to say "I DO" is a very special thing. A beautiful wedding party and an awesome cake is what every girl dreams of. I love these fantasies too and love to create something that'll give people much joy. There certainly is a market for high quality wedding cakes in HK. It's just like appreciating and spending on a Vera Wang or other designer gown versus some mass outfits. 要讓一個人說「我願意」絕對是一件特別的事情。一個美麗的結婚對象和一個驚豔的結婚蛋糕無疑是每個女孩的梦想。我喜歡這些美麗的幻想，也希望自己能創造一些東西，讓人感到幸福和快樂。毫無疑問，香港的高質量婚禮蛋糕市場龐大，就像人人都希望得到一件Vera Wang作嫁衣，而不是一件普通婚紗一樣。

Ms B's  
CAKERY



WPM: High quality wedding cake is in big demand in Greater China, any business development plan for Mainland China? 高品質的結婚蛋糕在大中華地區都有很大的需求，對此，Ms. B's CAKERY有進軍中國大陸的計劃嗎？

BG: We definitely are looking forward to expand in China. Already we have one of the biggest landlords over there asking us to be with them. Fyi.....I am also collaborating with Thailand's most brilliant floral designer who has created for Carina Lau (actress) her wedding in Bhutan and who's a favourite of Thailand's Queen for their many State dinners & events. We will work with clients who appreciate nothing but the best! 我們當然希望能進入大陸市場。目前我們已經收到了來自大型地產商的邀請，希望跟他們共同開發市場。同時，我們正在與泰國最著名的花藝設計師接洽。她曾為女星劉嘉玲在不丹舉行的婚禮設計花藝，作品一直備受泰國王后的賞識，為眾多晚宴及活動服務。我們樂意與任何追求完美的客戶合作！