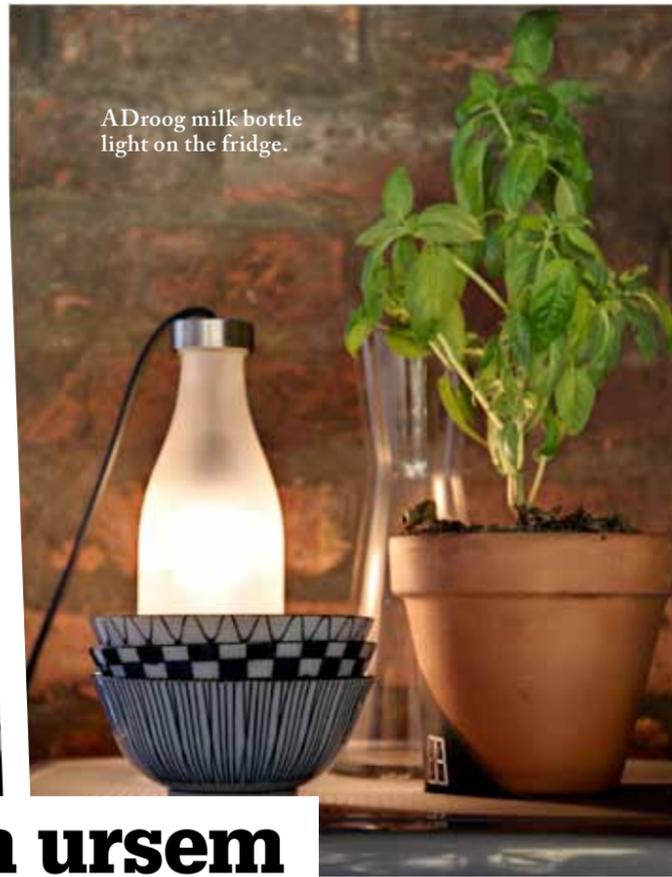




Jonathan and Choi's split-level loft is both their home and Label Orange's showroom.



A Droog milk bottle light on the fridge.



The open-plan living-working-cooking area



Jonathan included fun objects around the loft, such as a Sootcookie rabbit and ceramic paper planes.

jonathan ursem & choi mi chung

Top Dutch brands and quirky local finds are showcased in this couple's Cape Town loft

Text **Daniel Scheffler** Styling **Jeanne Botes** Photographs **Adam Letch**

The split-level loft space in Cape Town's Green Point, belonging to newly arrived Dutch immigrants Jonathan Ursem and his partner Choi Mi Chung, acts as their living space and as an intimate showroom. Together they launched Label Orange, importers of and agents for the contemporary Dutch fashion and lifestyle brands they've brought with them from Holland. The various sought-after Dutch brands include Droog, Dutchtub, Artists Not Armies, Cowboysbelt and Cowboysbag.

The couple wanted to create a liveable space that had elements of their personal style, and could also act as a preview space for the design products they represent. 'If you look closely, you will find the products of our brands dotted around everywhere, blending naturally into the interior,' says Jonathan.

Although he and Choi had to leave almost all of their furniture in Amsterdam, Jonathan did bring a few of his favourite pieces and some artworks from home. He says his style 'is to find basics and give them a twist. We mixed what I brought with some local design and vintage finds. A classic Persian rug from Kalk Bay adorns the floor in one room, while a Droog hare doormat fulfils the same function in another. Sootcookie ceramics might rub shoulders with traditional Delft blue tiles on any given surface.

'We love the casual style and colourful expressions of South Africans,' says Jonathan. That said, he's made it his mission to add a little more orange to the mix. labelorange.com



A Kronk artwork hangs above the stairs. A hand-woven Malawian chair stands beside a compact study area underneath the staircase.



Colourful Native Union Pop Phone handsets add humour to the dining room.



'My personal style is to find basics and give them a twist.'



The living area is full of Label Orange goods, from the Droog hare doormat to the Lotek lights. LEFT Sticky Lamps by Droog line the wall behind the working-eating area.