



d u c k  
d u c k

g o o s e

photography

LUKE

KUISIS

styling

MIRA

LEIBOWITZ

# “We want our store to be an inner-city home for all who frequent it.”

## **When and where did the idea to create Duck Duck Goose originate?**

In 2014, I moved from Johannesburg to Cape Town. I was living in Sea Point and working at Ernst & Young as an auditor in Lower Long Street. During my lunch breaks, I would walk alone up to Bree Street specifically to eat at Max Bagels, while my colleagues would eat at the office canteen. I became excited about Max Bagels' food, firstly, and I then fell in love with their authentic and unpretentious culture of love, safety and good conversations. I became friends with the founders Matthew Freemantle & Andrew Kai as well as Sebastiano Zanasi who managed the store. I had found the first inner-city spot that felt like home for me in a new city.

At the time I'd already decided to wind things down with me.plus.one – my previous clothing brand, which I ran as a side project during my articles. At this time, I already had the name and concept for Good Good Good. It was supposed to be a functional basics brand for men of all sizes – this concept has slightly changed but it's still core to the Good Good Good brand offering. The dream of having a flagship store existed before I even had a first product. I had a T-shirt design from me.plus.one which became the first T-shirt shape for Good Good Good, the regular fitted T-shirt.

## **The name Duck Duck Goose, what's the meaning there?**

I was having dinner with friends, and we were eating duck. Koos Groenewald, one of the designers of the store's identity, talked about how he has suggested the Duck Duck Goose name to so many of the restaurants for whom he has created brand identities. At the time, I was looking for a name for the store because I wanted it to be a multi-brand store, and not exclusively a Good Good Good flagship. I loved the sound of the name. It worked with the playful nature that the brand is known for, I mean Duck Duck Goose is literally a playground game. So, Kgabo Mametja and Koos worked on bringing many metaphorical plays on this game into our visual branding and in-store design.

## **Could you describe the store experience in one sentence?**

Our aim is to create an experience that is warm, homely and unexpectedly thoughtful, like the first time you visit a beautiful home or apartment of someone you really like. We want our store to be an inner city home for all who frequent it.

## **Tell us a bit more about the brands that Duck Duck Goose is associated with?**

Other than them all being beautiful brands and products, they are all brands owned by designers I deeply admire and respect. They're great storytellers and tell their own stories in their own authentic way. We're not trying to be South African versions of Euro-American brands.

To me, each of our in-store brands are representatives of the enormous commitment and determination it takes for South African brands to succeed on an international level. They are the carriers of the ambitious South African dream for commercial success in fashion and other design, despite the major lack of access to resources and government support for our talent.

Our aim is to empower the South African brands within our store to reach global audiences and customers.

## **The store opened its doors in the heat of the global pandemic. How did you find the process of starting this business, considering the circumstances?**

Opening the store during the pandemic was nothing short of screwed up and all-kinds-of-challenging, however the opportunity to lease our dream location was too good an opportunity to let slip.

We've been through multiple strict lockdowns in the last 18 months, where at times our store was the only store on the block allowed to be open for walk-ins (restaurants were limited to takeaways etc). Last December's red list Omicron international travel ban to South Africa really hurt us at a time when we were gearing up for a heavy inflow of international tourism.

Milla wears coat **Beau**  
**Beau**. Sunglasses  
**Burberry**. Sneakers  
**Nike at Shelflife**





Lukmon wears all clothing **Good Good Good**.  
Sneakers **adidas x Sean Wotherspoon x**  
**Disney Superturf Adventure at Shelflife**

**“Our aim is to empower the South African brands within our store to reach global audiences and customers.”**

With that said, we've carried on doing what we love to do, retailing beautiful South African products and hosting thoughtful events despite everything that is happening around us. Our local community has continued to support us and our brands and we've learned that we don't need to be overdependent on tourism to survive.

I have said from the beginning that we're going to be at 120 Bree Street for 50 years, we've got 48.5 years to go.

**If there's one key thing you learnt from the pandemic, what would you say that is?**

To keep working on what we believe we're good at regardless of what's going on around us.

**When it came to creating a physical space, what was the most important thing you wanted to achieve?**

I want people to feel like they don't have to spend money in order to spend time at the store, and that they continue to spend time hanging out at the store even if they're done browsing the products. The store should feel like a safe, inner city home for all who frequent it.

**How do you want people to feel when they experience the space?**

Walking into our store and spending time there should feel like receiving a warm hug.

**As somewhat of a cultural establishment in Cape Town, what are your goals and message to the community?**

The message at this point is come and look at the work we do, it's free to look and try on. And if you really like what we do then we hope you are compelled to tell your friends about us.

**Where do you see the space going and growing in the next few years?**

A retail location in my hometown Johannesburg would be a great next step. An international retail location would be dreamy and is an ambitious dream we are working towards.

As a place of culture we are also looking towards the festival and event spaces to take our current movement of in-store music and culture events beyond 120 Bree Street.



Kwezi wears dress **Thebe Magugu**.  
Hat **Nao Serati**. Sneakers **Nike at Shelflife**. Socks **Long Socks**



Lukmon wears  
T-shirt **JOUPA x Nao**  
**Serati**. Trousers  
**Good Good Good**

Kwezi wears all clothes  
**Thebe Magugu**  
Sneakers Nike at  
Shelflife



Nqaba wears all clothing  
**Good Good Good.**  
Sandals **Suicoke**



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