

D:FUSE Autumn/Winter 2011

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SWEET TALK: Interview with Lollipop Bakery founder Lexie Morris

For D:FUSE www.dfuse.com.cn



SWEET TALK

*We're celebrating our 5th Anniversary
with sweetheart Alexa Morris of Lollipop Bakery*

PHOTOGRAPHY BY MARISSA MACC
ART DIRECTION BY ROXANE ZARGHAM



*"I'm a killer heel sort of girl,
and nothing less than a super
high stiletto will do for me..."*



WHAT MADE YOU START THE LOLLIPOP BAKERY IN BEIJING? 什么事促使你在北京开了这家棒棒糖蛋糕店?

I was super excited to open the very first cupcake bakery in Beijing, and it was an opportunity that was too good to miss! Of course we now have copycat competition in the city, but it helps to keep us on our toes! I have a very sweet tooth, and know from my time studying here that Beijing did not have proper cake. So I upped sticks from my corporate job in London to start the Lollipop Bakery here. 在开办北京第一家杯子蛋糕店这件事非常令我兴奋, 这对于我来说是个不能错过的大好机会。当然现在我们在北京有很多模仿我们理念的竞争对手, 但令我们更加专注于这件事。我非常喜欢吃甜食, 打从在北京求学的时候就喜欢上北京没有的大块的蛋糕。所以就辞掉了在伦敦公司的工作来这里开设这家Lollipop Bakery。

WHICH IS YOUR MOST POPULAR CUPCAKE FLAVOR? 你最喜欢哪种蛋糕口味?

Our most popular flavours are our Classic Vanilla Cupcake (香草) and our Red Velvet Cupcake (红丝绒). Red Velvet has been a surprising runaway success - it is not a flavour that you usually see in Chinese bakeries, unlike Vanilla or Chocolate. The cake is bright red, and it has light delicious chocolatey flavour. But my personal favourite, and our signature cupcake, is the Earl Grey Cupcake (伯爵茶) which has wonderful hints of bergamot and pairs fabulously with our sharp lemon frosting. It reminds

me of afternoon tea in London. 我们最受欢迎的口味是我们的经典香草杯子蛋糕和红丝绒杯子蛋糕。红丝绒口味这些经常可以在中国蛋糕店里买到的口味。这种鲜红色的蛋糕吃起来有一种可口的淡淡的巧克力味道。但是我个人最爱的, 是我发明的伯爵茶口味杯子蛋糕。这种蛋糕除了有伯爵茶味道之外还伴有我们非常美味的柠檬糖霜。吃它的时候总让我想起在英国吃过的下午茶点心。

HOW LONG HAVE YOU BEEN IN BEIJING AND WHAT DO YOU LOVE ABOUT IT? 你在北京多长时间了? 你喜欢这个城市哪些地方?

I have been in Beijing for 18 months, and I love the diversity of the city. There are so many incredible people here making the most of a huge array of opportunities. At any party you will meet unique people, with a great story and reason for being in Beijing, and if you're lucky - perhaps even a cupcake baker! 我来北京已经十八个月了。我喜欢这个城市的多样性。这里有很多不同职业的人在创造大量的职业机遇。参加任何一个聚会你都会有机会遇见一些独特的人。他们都有自己的故事和理由待在北京。如果你够幸运, 说不定能遇到一个蛋糕烘焙师呢。

IN YOUR WARDROBE, WHAT ARE YOUR FAVORITE PAIR OF SHOES? 在你的衣橱里, 你最喜欢的是哪双鞋?

I love my Kurt Geiger shoes, which is a boutique brand in the UK very similar to D:FLUSE. Its one of the reasons I'm so excited to be working with D:FLUSE, because they're the nearest thing to shoe heaven



"In China I'm a killer heels sort of girl, and nothing less than a superhigh stiletto heel will do for me, which is exactly Kurt Geiger's raison d'être. I have too many pairs already, but I always leave an empty suitcase to stock up on them whenever I go back to the UK. 她的最爱是一款 Kurt Geiger 鞋。它是美国著名鞋类品牌。和迪弗斯非常相似。这也是她和迪弗斯合作的原因之一, 因为迪弗斯是在中国最难以买到天堂的店铺了。我是一个超喜欢高跟鞋的女孩。没有什么比一双超薄的细跟高跟鞋更适合我了。这也正是 Kurt Geiger 鞋在我衣橱里存在的理由了。我已经买了好多双这样的鞋子, 但是每次去英国我还是会买一手提箱的鞋子回来。

WHICH FASHION TREND ARE YOU EXCITED ABOUT FOR A/W 2011? 你最兴奋的2011年秋冬季的流行趋势是什么?

Though I love my heels, there is definitely a place for flats, and I'm super excited by the Chanel inspired designs that D:FLUSE has produced this season. I'm loving the rhinestone encrusted ballet flats; when

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"I'm loving the rhinestone encrusted ballet flats. D:FLUSE's version of this ultimate classic is definitely on my wishlist this season."





Chanel created them back in the 1960s I wonder if they knew they'd have such a fashion hit with them! DFUSE's version of this ultimate classic is definitely on my wishlist this season. 虽然我的大爱是高跟鞋，但是我绝对还是可以接受平底鞋的。我非常喜欢这种将过季制作的时尚奢侈品重新设计的系列。我真心喜欢了香奈儿的平底鞋。我知道二十世纪六十年代香奈儿创造出它们的时候，人们是否认识这种时尚先锋的价值。这高跟鞋对于这种超越经典的复刻版本绝对是本季最理想的产品之一。

WHO IS YOUR FAVORITE DESIGNER?
你最喜爱的设计师是谁?

I am British after all, and so I've got to say that my current favourite designer is Sarah Burton for McQueen. Obviously she designed Kate Middleton's wedding dress, but that's just the tip of the iceberg of her achievements in what I'm sure has been a difficult year, not least of all stepping out of McQueen's shadow with such aplomb. She's young, and yet seems to be marching full steam ahead, and notching up success after success, it's such an inspiration!

因为我毕竟是个英国人，所以我得说我在我最喜爱的设计师中绝对是McQueen的Sarah Burton。她显然为凯特王妃设计了那件华丽的婚纱，但那只是冰山一角，她带着自信走出了McQueen的阴影。她年轻有为，势头十足，赢得一个又一个辉煌胜利。这些都让人大受鼓舞。

WHAT ARE YOUR 2012 PLANS FOR THE LOLLIPOP BAKERY? 你对今年棒棒糖蛋糕工坊的发展有什么计划?

Plans are not the problem, I have so many dreams for the bakery! It's exciting them that will be hard, so I'm just focusing on one small step at a time. If we can get to the end of next year having grown our business, but maintained our stringent levels of quality and customer service, as well as the great team spirit we have in the bakery at the moment, I will be very happy indeed. 计划并不是问题，我对Lollipop Bakery的未来有很多想法。着手实施这些想法才能困难所在。所以我每次只着眼于一小步的发展。如果明年年底可以继续发展我们的产业，同时保持我们的产品和客户服务质量以及我们团队的绝佳团队精神的话，我就满足了。

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Lollipop Bakery
LONDON



D-FUSE CUPCAKES

Makes enough for 2 dozen cupcakes

Ingredients

- 1 1/2 cups self-rising flour
- 1 1/4 cups all-purpose flour
- 1 cup (2 sticks) unsalted butter, softened
- 2 cups sugar
- 4 large eggs, at room temperature
- 1 cup milk
- 1 teaspoon vanilla extract

Directions

Preheat oven to 175°C (350°F).
Line 2 (1/2 cup -12 capacity) muffin tins with cupcake papers.

In a large bowl, combine the flours. In a large bowl, on the medium speed of an electric mixer, cream the butter until smooth. Add the sugar gradually and beat until fluffy, about 3 minutes. Add the eggs, 1 at a time, beating well after each addition. Add the dry ingredients in 3 parts, alternating with the milk and vanilla. With each addition, beat until the ingredients are incorporated but do not over beat. Using a spatula, scrape down the batter in the bowl to make sure the ingredients are blended.

Spoon the batter into the tins, filling them 3/4 full. Bake for 20 to 25 minutes, or until a cake tester inserted into the center of the cupcake comes out clean. Cool the cupcakes in tins for 15 minutes. Remove from the tins and cool completely on a wire rack before icing.

VANILLA FROSTING

Frosting for 2 dozen cupcakes.

Ingredients

- 1 cup (2 sticks) unsalted butter, softened
- 6 to 8 cups confectioners' sugar
- 1/2 cup milk
- 2 teaspoons vanilla extract

Directions

Place the butter in a large bowl. Add 4 cups of sugar, the milk and vanilla. On medium speed of an mixer, beat until smooth and creamy, 3 to 5 minutes. Add the remaining sugar, 1 cup at a time, beating well after each addition (about 2 minutes), until the icing is thick enough for spreading.

You may not need to add all of the sugar. If desired, add a few drops of food coloring to achieve a special color.

Use and store the icing at room temperature because icing will set if chilled. Icing can be stored in an airtight container for up to 3 days.