

# Eat your (he)art out with LionHeart



By [Ruth Cooper](#)

2 Feb 2017

Almost too pretty to eat, the cakes designed and created by “bake-tresses” and bffs, Nikki Albertyn and Karmen de Reuck, are true edible artworks. We got in touch with Nikki; confectionery queen and co-founder of online bakery [LionHeart](#) to chat delicious design for Bizcommunity's #DesignMonth.



Image by Melissa Delport

## ***What have been some of your professional highlights since opening in 2016?***

Well, the biggest ‘grown-up’ part of all of this so far, besides for actually starting a business in my twenties, has been establishing a partnership within the business with my bestie, Karmen, mid-2016.

Other than that, everyday has it's highlights - from the growing love on social media to the little accomplishments (like managing to temper your chocolate) in the kitchen between the two of us. We are so grateful to do what we love and are very proud of our progress thus far. Learning to run a business is way harder than learning to bake pretty cakes. Just saying!

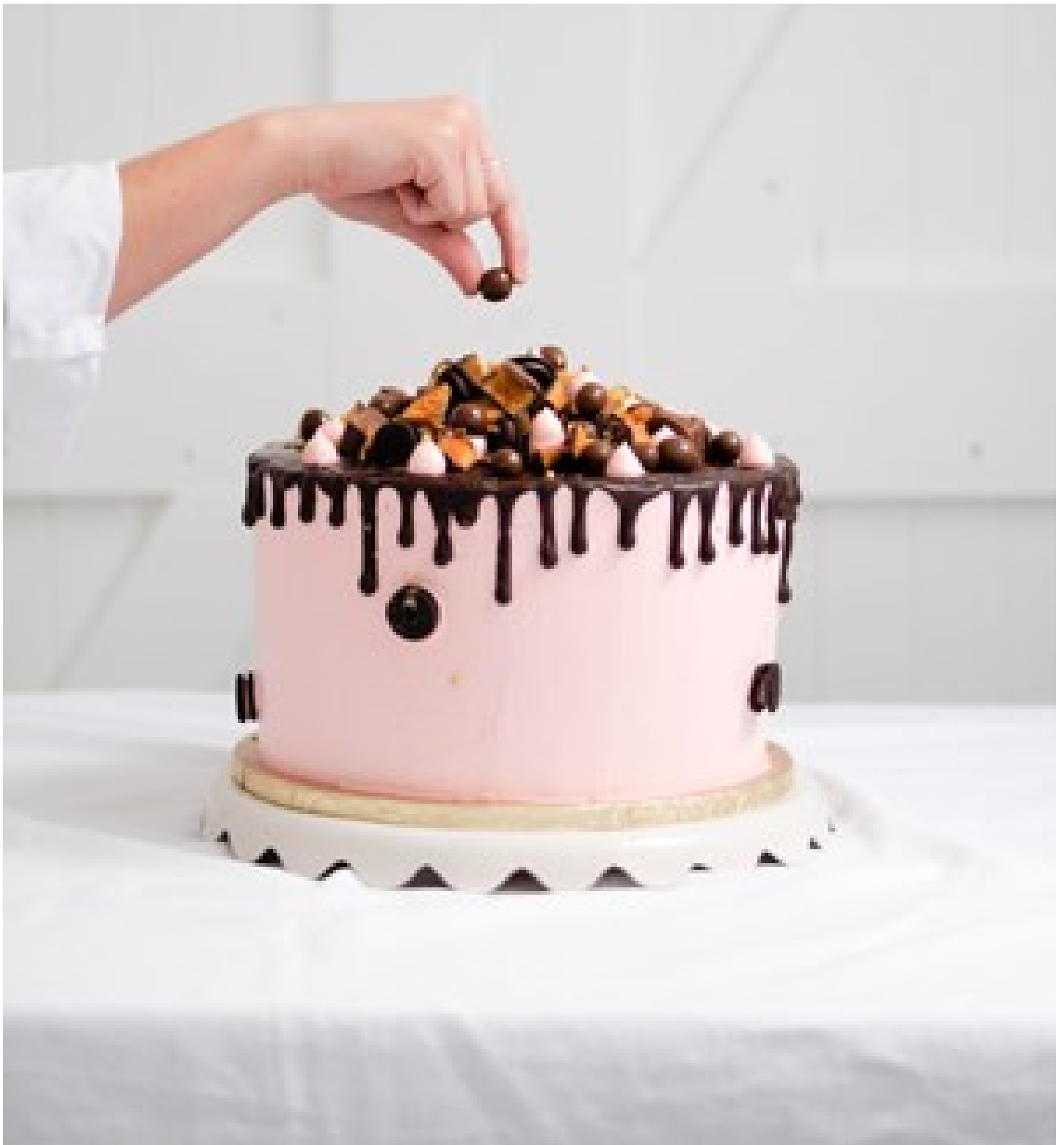
## ***Can you explain the thought process behind designing and creating your unique cakes?***

All our cakes are constructed in the same way; layers of cake with filling in between and enveloped in a luxurious Swiss meringue buttercream (we don't cover our cakes in fondant). That's the blank canvas. From there we generally just play - if we are working with fresh flowers, they dictate the flow of the visuals in the end. Generally, either Karmen and I will either see something

online that would spark a creative flame and we just try it out for size. Because we are still learning each day, we are trying out new frosting, drip, buttercream piping or chocolate techniques on cakes and I think that's where the magic is born - when we just make something, just because.







■ ***What are the opportunities and challenges of only operating as an online bakery?***

Operating the business online gives us a sense of freedom in our daily lives that Karmen and I both want for ourselves. Being a young business we have already taken the risk of investing money in starting-up (equipment, rental, etc.) and to take on having a store right now while we are learning the ins and outs of being businesswomen (we make mistakes and learn on the daily) would be way too daunting. We love being online and seeing how people are starting to take a liking to ordering their sweet treats via the interwebs!



▣ ***What would be your top five confectionary trends for 2017?***

1. Unicorns made a big wave last year, but we think they're going to stick around a little longer.
2. Textured buttercream and using the frosting in more creative ways
3. Duo-colour drip cakes
4. Styling cakes with flowers, we think, is going to get super creative this year.
5. The rise in popularity in vegan and gluten-free cakes



▣ ***What are your thoughts on our local creative scene?***

There is so much creativity bottled up in this country and it's starting to ooze out at an unstoppable and inspiring rate! We are so fortunate to be living in the current times and to witness all the incredible brands and products that are surfacing. We (local creatives) are in a league of our own that's for sure!

▣ ***What advice would you give to creative startups?***

Seriously, just do it and give it your best go. It's going to be tough. Long hours. Hard work. But oh-so rewarding! And don't be so hard on yourself. Learn from your mistakes and move on.





🍷 ***What is your favourite indulgence?***

Pizza. Pizza. Pizza. Oh wait - and Oishi sushi!

🍷 ***What's your favourite emoji?***

The cake and unicorn, of course!



### ■ What's next for LionHeart?

We hope to grow our team so that we can start taking on more orders as well as getting into more corporate work and looking into offering workshops, you name it. But most of all, we aim to remain creative and innovative in our cakes and product offerings and take it from there!

*LionHeart are currently running a pre-order limited edition Valentine's day product promo. Customers can order the BAE Cake and/or Rocket Love Pops to collect on either Monday 13 Feb or Tuesday 14 Feb from their studio in Woodstock. Orders close on the 7th of February and need to be placed online via the listings. To view the two promo products [click here](#).*

[sweetlionheart.com](https://sweetlionheart.com)

## ABOUT RUTH COOPER

*Ruth is the production manager at Bizcommunity. [ruth@bizcommunity.com](mailto:ruth@bizcommunity.com)*

- *In Review: La Colombe's winter special menu - 6 Jul 2023*
- *Sleep in a working vineyard at Creation Wines' luxurious Voormanshuis - 2 Dec 2022*
- *Heritage meets health with Creation Wines' new wine and food pairing - 30 Nov 2022*
- *5 reasons to stay at off the grid Gonana Guest House in Paternoster - 10 Jun 2022*
- *In review: Staying at historic D'Olyfboom guest farm in Paarl - 22 Sep 2021*

*[View my profile and articles...](#)*

For more, visit: <https://www.bizcommunity.com>