

'Find something that feeds your soul' - Sue Lederle, Lederle Design

 By [Sindy Peters](#)

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A trained Cordon Bleu chef, Sue Lederle hung up her apron after many years in the kitchen to pursue her passion for design. She later launched Lederle Design, an interior design company that for more than 30 years now has serviced both local and international clients, from Cape Town to London.

Inspired by her travels and an entrepreneur by nature, Lederle went on to launch a luxury travel brand, Concierge Travel, and develop her own a leisure property portfolio, Lederle Collection.

This Women's Month, we chatted to Lederle to find out a bit more about her startup story, what inspires her creativity, and some of the most important lessons she's learnt as an entrepreneur.

■ *Share with us your startup story.*

Sue Lederle: If I could sum up my passion, which has also become my work, it would be exquisite spaces in beautiful places. When I look at my story, it had early beginnings. My parents were hoteliers so the hospitality industry, food, travel, and interior design were what I knew.

I trained to be a Cordon Bleu chef and a successful catering business was the result. After many years in the kitchen, I decided it was time to hang up my professional apron. My next business was an easy step and it was to fulfil my love of design. I started a company called Lederle Design (formerly Curtain Call) that creates beautiful interiors for clients from Cape Town, to the Kruger, London, Italy and beyond.

I had always had a love for travel so my next business venture was creating a luxury travel brand called Concierge Travel which curated five-star travel experiences for our clients. This company worked hand in hand with Lederle Design and was a great addition to my business portfolio.

My design work and love of travel have also resulted in my property portfolio called the Lederle Collection where I have created beautiful properties for others to visit and enjoy. These include Casa Di Led (Italy), Lodge 23 (Kruger National Park), Ukuthula House (Kruger National Park) and 188 on Second in the beautiful coastal town of Hermanus in the Western Cape.



Sue Lederle, founder and owner of Lederle Design and Lederle Collection



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■ ***Tell us more about Lederle Design - what's your business all about?***

Lederle: At Lederle Design, we take on an entire project from start to finish. Together with my team, we can assist with space planning, architecture, conceptualising a plan for your home or investment property. We take the stress out of home renovation with full project management from fittings and finishes to sourcing any decor item through our extensive list of suppliers.

■ ***How, if at all, has the ongoing Covid-19 pandemic affected your business?***

Lederle: Travel restrictions have been one of the biggest impacts on our business. I source many of my décor items from overseas and we had projects lined up in Europe that have been moved out. Within the Lederle Collection, we had to gear our rental properties towards the local markets with many international tourists not being able to visit our country.

In other areas, we have been very lucky. One of our biggest current projects is building a new lodge called Ukuthula House in Mjejane in the Kruger Park. With the onset of Covid, many builds have been put on hold so we have had a team of 80 on-site with everything moving at incredible speed.



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■ *What inspires your creativity - where do you have your best ideas?*

Lederle: When I am travelling and seeing new places is when I feel my most inspired. Often a painting in an Italian art shop or an Indian throw in a market can inspire a whole room.

■ *What's your favourite trend in the sector right now?*

Lederle: I have always been inspired by colour and the trend right now is to use bold colours in design. Colour can warm up a space and is such a powerful tool for a designer.



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■ *When you're not busy working, what do you do for fun?*

Lederle: One thing my family will tell you is that I am always on the move! I don't know if it's because I was a hotel baby, but I have always had itchy feet. When I am not working, I am travelling (for now mostly locally) and spending time with the family and grandchildren.

■ **What are some of the most important lessons that you've learnt as an entrepreneur so far?**

Lederle: Don't give up. Businesses don't always work from month to month.

“ You have good seasons and bad ones and you have to ride the bad waves to reach the times where things just flow. ”

Also, if your business is having a quiet patch, don't do what I have done on many occasions, panic and start another one! It's also ok to take a holiday sometimes.



Image © Lederle Design

■ **Based on your experience, what advice would you give to budding female entrepreneurs in the interior design space?**

Lederle: I think it is very important to establish and believe in your own style. When you create work you believe in as a designer, everything will flow and people will buy into your unique look.

■ **Do you have any pearls of wisdom to share this Women's Month or words of encouragement?**

Lederle: Find something that you love doing and that feeds your soul. I started my design business 34 years ago and I still wake up and can't wait to get to work, that's how it should be if you have the choice.

ABOUT SINDY PETERS

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