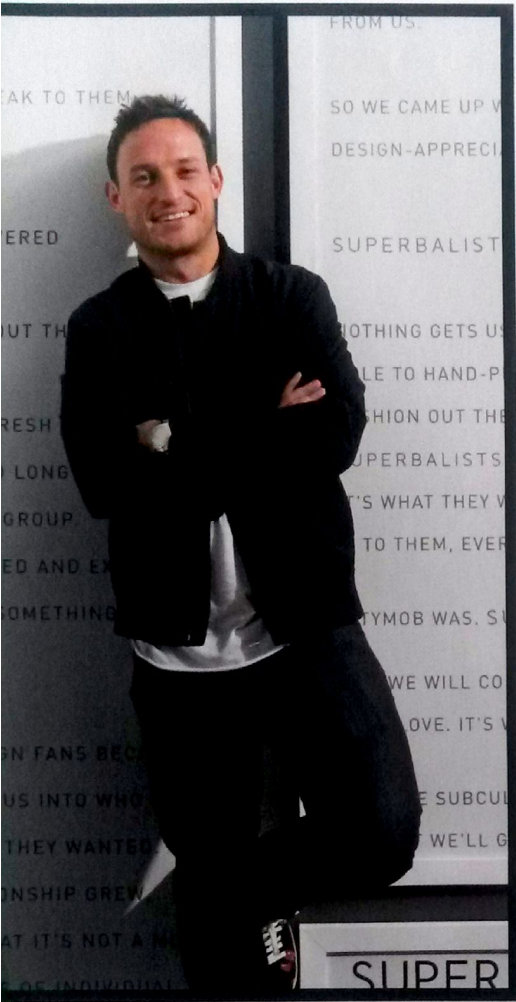


# luke jedeikin

The Cape Town based co-CEO of Superbalist believes that quality products breed quality online shopping experiences

TEXT **GENEVIEVE PUTTER** PHOTOGRAPHS **JAC DE VILLIERS (PORTRAIT), SUPPLIED**



Nine to five for 31-year-old digital entrepreneur Luke Jedeikin and his team of achingly hip buyers, taste shapers and content makers includes putting together collections of cool items, from fashion and home necessities to desk candy and geekery, all while punting the lifestyle on the brand's blog, The Way of Us.

Luke credits his wife Ashleigh for honing his personal style by 'chucking out half of my wardrobe when we first started dating - no logos, simple colours, leather not plastic,' he says. He's now all about minimal monochrome. He's a magpie for 'good sneakers, such as Nike's Air Max Lunar 90, great eye wear such as Super Flat Top Blue Suede shades by RetroSuperFuture or a special hat from Simon and Mary,' he says.

Although the minimal look carries through to the Jedeikins' home, for Luke the focus is life's simple pleasures, such as his dog Bardot. 'Because I look at "stuff" all day long, at home I become materially unconscious. It's my wife, dog, dinner, a soft bed and tea,' he says. ☐

🐦 @luke\_jedi; superbalist.com



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CLOCKWISE FROM TOP LEFT Luke Jedeikin; the Grey Geo Rug by Airloom R1 599 (160x230cm); OH Chair Black by Karim Rashid for Umbra R2 999 (set of four); UP24 armband fitness trackers by Jawbone R1 599 each; 'Gentleman's Hardware' Metal Lunch Box Large by Wild & Wolf R199; Hollywood Letter Lights in A by Illumina R3 599; Keys Ring Tray by Studio 19 R199; 'Debbie Harry' print by Andy Warhol R949; and Car-Lux Bomber jacket in Grey by Carhartt Work in Progress R999, are all available from Superbalist.

