

HOW I MAKE IT WORK

JANE GOTTSCHALK

Jane Gottschalk, 38, is the creative director of Perfect Moment ski and surfwear, co-founder of Jax Coco coconut water, and director of Ohso probiotic chocolate. She lives with her husband, Max, a financier, her four daughters under 7, and 14 dogs in Notting Hill, Hong Kong, Ibiza, Switzerland and Henley

WHERE DO YOU LIVE?

We moved to Hong Kong last year. My husband has an office here and wanted to spend more time developing the ever-expanding Asian side of the business. We travel between London, Henley, Ibiza and Switzerland when the kids have breaks from their Chinese school.

CAN YOU DESCRIBE AN AVERAGE DAY?

I get up just before 6am and go for a run. Short, sharp, intense exercise that clears the head (and the alcohol). Then I breakfast with the girls before dropping the youngest off at her nursery. I'm allergic to routine. Fortunately, my Chinese nanny is my total opposite and keeps me functioning. I divide my time between an office in central Hong Kong and working from home, which gives me the luxury of seeing the girls. Europe wakes up around the time they get back from school, so if I check my emails, it's game over. I try not to be a BlackBerry mother.

WHAT ARE YOUR BUSINESSES?

I am currently involved with three active investments: Perfect Moment, a ski, surf and beachwear line inspired by freeriders; Jax Coco, a coconut water brand we started in Asia last year, which is launching in Britain and Ibiza this summer; and Ohso probiotic chocolate. I help build the businesses from seed capital to future funding rounds and expansion.

WHAT QUALIFIED YOU FOR ALL THAT RESPONSIBILITY?

I started my career as the only female trader on a trading floor – if that doesn't toughen you up, no job will. I left about nine years ago, when there were more Bloomberg screens on my desk taken up with wedding dresses than financial markets. I loved the job, though, and I miss the daily banter and the adrenaline rush.

DO THE DOGS COME TO THE OFFICE?

Ha! No! Because when they're not snoring away happily, they are like a bunch of toddlers, and you wouldn't take them to the office and expect to get anything meaningful done.

WHICH WAS YOUR FIRST DOG?

Henry, my ageing black pug with breath only a mother could love. He was given to me

as a 30th birthday and wedding present by three girlfriends.

WHICH WAS YOUR LAST RESCUE?

We found Stella, a white French bulldog, now complete with a celeb namesake godmother, and Ella, a king charles spaniel, crammed into small cages in a Hong Kong pet shop. Stella had a bladder infection and couldn't walk properly as she had been in the cage for about six weeks. She now bounds around the house, healthy and cute, in that bulldog sort of way.

HOW IS IT TRAVELLING EN FAMILLE?

Mad, chaotic, loud and always overpacked. I constantly get those looks from people who don't want to get stuck in the queue behind us, or think we are terribly irresponsible for our role in helping to overpopulate the world.

HOW DO YOU STAY ENERGETIC ENOUGH TO MANAGE EVERYBODY?

A sense of humour, alcohol, exercise and regular reflexology, coupled with buckets of green tea and coconut water. Fortunately, I am surrounded by great teams of people, good mates and a powerhouse of a husband – they make it all happen.

DO YOU FIND TIME FOR VANITY?

I'm very low-maintenance in that department, thank God. A bit of tinted moisturiser and a dab of mascara and I'm done. My very favourite treat is a trip to Sarah Chapman's clinic in London, when I'm over, for facials.

HOW DOES YOUR HUSBAND FEEL ABOUT HAVING SO MANY DOGS?

He refuses to have them anywhere near the bedroom – a slight bone of contention. He says they snore and smell. I get that it kills the romance slightly, but we do have four kids.

WHAT ARE YOUR LIFE CHALLENGES?

Keeping all the plates spinning – inevitably, a few fall off from time to time. Also, living in

the moment, and balancing home and work life. It's always difficult to draw a clear line, especially in the early lives of growing companies and a young family.

DO YOU HAVE A YEAR-LONG PLAN?

I have trouble working out the schedule for next week, but, in general, it will involve life in HK, the building of new coconut-processing factories, production of the 2013-14 ski and summer collections, and the distribution of Ohso into the Chinese market. Oh, and my husband's 40th in Ibiza this summer – let's not forget the fun. Lady Gaga, step aside. ●

ohsolovesyourtummy.com
perfectmoment.com

MY STUFF

Roquette earrings, £350, by Dicha. 'They do lovely restyled vintage pieces.' *Fat, 40 & Fired by Nigel Marsh (Piattus £5).*

'A hilarious take on the work/life balance.' *Happycoat, £120, by Tilla Lindig. 'These are fab – my kids have them in different colours.'* *Skinesis Overnight Facial, £45, by Sarah Chapman. 'I adore her skincare products'*

