

IT'S GOOD TO BE *yoo*

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Pairing the richness of colours, patterns and textures with the elegance of modern design has created a luxe complex that captures the voguish aesthetic of modern Mumbai



Chaotic and colourful, enriching and energetic, India evokes an array of feelings, ranging from the calm and serene to the breathlessly frenzied. With a population of more than 1.21 billion people, India encompasses an astounding diversity of cultures, languages and religions that are both unique and unparalleled.

The country has a rich heritage (one of the oldest in the world, in fact) so it's no wonder multi-talented designer and style setter Jade Jagger has always been drawn to this magnificent country.

EVOCATIVELY NAMED LUXO, AND FITTING WITH JADE'S BOHEMIAN REPUTATION, THE INTERIOR DESIGN SCHEME INCORPORATES THE VOGUISH AESTHETIC OF MODERN MUMBAI, WHILE SIMULTANEOUSLY PAYING HOMAGE TO INDIA'S TRADITIONAL TEXTURES AND FINISHES

Together with architect Tom Bartlett, her design partner, Jade is working on the interiors scheme for the Lodha Fiorenza project, their first in India. A part of yoo (the international

design and branding company founded by John Hitchcox and design guru Philippe Starck), the lavish project in the Mumbai suburbs is expected to be ready by 2013.





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The “Jade Jagger for you” project is Jade’s first in India, and a perfect fit. Jade’s iconic rockstar dad, Mick Jagger, used to bring her to India when she was a child and it’s been like a second home since. “I truly have a love affair with the country. All my designs — fashion, jewellery, interiors — have a bit of India in them,” she says.

Bringing Jade back to India for work was an ingenious decision (though she travels there often herself) and it’s clear the project was made for Jade. “I love spending time in India because it’s so creative for me. Anything and everything is possible here,” she says.

Located in Goregaon, a locality in northern Mumbai, the soon-to-be-completed luxury complex will contain 452 apartments in four towers, the tallest of which (at 183 metres) will be classed as one of India’s tallest buildings. With the option of two-, three- and four-bedroom residences, as well as grand duplex sky villas, every apartment will be fitted out with only the highest specifications (including lighting and sound controls by iPad, German Poggenpohl kitchens and Italian marble flooring) staying true to yoo style.







IN THE KITCHEN AND BATHROOM, JADE'S SELECTION OF HIGH-END FITTINGS ENHANCES THE LUXURIOUS FASHION

Shared space for those lucky enough to snag one of the condos includes a plush rooftop lounge, an observatory located on the 52nd floor with stunning views out to the Arabian Sea, and an infinity-edge cantilevered swimming pool — all meticulously designed and decorated.

Jade's trademark of sophisticated richness in colour and texture, innovative design and relaxed luxury has worked incredibly well in India. "Each place and project is very different and it's important to respond to that," she says.

Evocatively named Luxo, and fitting with Jade's bohemian reputation, the interior design scheme incorporates the voguish aesthetic of modern Mumbai, while simultaneously

paying homage to India's traditional textures and finishes. The jewelled tones, exquisite decorative finishes, clean lines and Jade's peacock theme and trademark gold embellishments all add depth and character to the opulent space, while personalising the project. "I was inspired by the Art Deco history of the city and the geometric designs at the Taj Mahal, so you can see some of that in the lobby floor design and other areas of the home," says Jade. "It's a nice mix of the classic and the modern co-existing beautifully, very much how Mumbai is."

Both Jade and Tom (who have worked together for more than a decade on various projects around the world) have a deep respect for taking the time to understand the local market: the traditions, philosophies, customs and attitudes. Their aspiration is to create spaces that residents feel comfortable in and can happily call home. "It's about making sure all the elements of a project, from the floorplan to colour schemes and furnishings, work together to create a cohesive space that ultimately feels like home," they both say.





JOHN HITCHCOX,
CHAIRMAN OF YOO, AGREES
ON THE SUCCESS OF THE
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LIVE BETTER,” HE SAYS

Open space and free-flowing design were key elements in the luxe condos. “I am always thinking about my personal experiences of our everyday life and how our layouts can best accommodate everyone,” Jade explains. “I’m a big advocate of open-plan living as this allows everyone to be together.”

Stepping into the interior space, you are met with truly inspirational design — a world of colours, textures and patterns. Jade’s designs, whether jewellery, fashion or interiors, have earned her critical acclaim internationally and in this project she has captured the essence of India to a tee.

A living room might feature Crema Belicissio marble stone tiles, locally made products such as a black and gold lacquered coffee table, chairs upholstered in striking fabrics, locally sourced furnishing items and much more. Jade has focused on finding superlative items for each apartment and simultaneously sets a new benchmark in design, luxury and style.



In the kitchen and bathroom, Jade's selection of high-end fittings enhances the luxurious fashion. These include Happy D baths and sinks by Duravit; white lacquer Poggenpohl kitchen cabinets; Miele appliances; Corian for the kitchen work surfaces and bathroom vanity tops; and Grohe taps. "Bathrooms and kitchens have always been very important to me," Jade explains. "I tend to spend a lot of time there and they are my favourite places to relax, so there's a lot of emphasis on that in my homes."

"Absolutely delighted" to partner with Lodha to design Lodha Fiorenza, Jade has been given the opportunity to tap into her passions through the design scheme. "I have always been inspired by the vivid colours and exotic textures of India and it's been a wonderful experience to incorporate them in the design of Lodha Fiorenza — a perfect balance between luxury and comfort," says Jade.

According to R Karthik, chief marketing officer at Lodha Developers, “Our partnership with Jade Jagger for yoo is to cater to the Indian consumer’s appetite for an avant-garde lifestyle, on par with international standards.”

John Hitchcox, chairman of yoo, agrees on the success of the project. “Yoo is about inspiring unique design that aims to help people live better,” he says. “Lodha shares our passion for unique design so we’re very excited for them to introduce Jade Jagger for yoo in Mumbai — a hip, vibrant and happening city and an ideal backdrop for the yoo way of living.” ©

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COLOUR AND TEXTURE, INNOVATIVE
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WORKED INCREDIBLY WELL IN INDIA