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EXCLUSIVE INTERVIEW

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DESIGN TALES

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ON DISPLAY

Rustomjee Elements, Juhu
designed by Jimmy Mistry



a new wave of
luxury

Interior Designer, Hospitality Entrepreneur and Adventurer Jimmy Mistry discloses interesting details about his recent design collaboration with Rustomjee Elements, Juhu in an interview with Nisha Shukla

Tell us about the recently completed show flat done by you for Rustomjee Elements, Juhu? Kindly elaborate on its unique concept and design theme?

The tech savvy, stylish and sophisticated apartment is an optimum mélange of my design sensibilities developed over years of interior and architectural work combined with keen observation of the Indian customers from my time in the hospitality industry. At Della we are all about creating inspirational designs which aim at improving the lives of people and the environment they occupy. My products must surprise as much as they delight, not just in the way they look, not just in the way they function, but how well they elevate the way my customer lives. This is what inspired me when designing the unique concept and create this distinctive and unique environment at the show apartment for Rustomjee Elements. The opulent apartment features products that have been manufactured by my soon to be launched luxury concept store, Della by Jimmy Mistry. It incorporates state-of-the-art luxury amenities, which seamlessly blend into the aesthetic, trademark design. The entire home is the epitome of a bespoke high tech home that is able to keep up with the dynamic needs of a modern family. I wanted to design not just another picture perfect extravagant apartment, but a practical high-tech furnished luxury apartment that will last a lifetime.



Bespoke wardrobe and smart mirror



Elegant living space at Rustomjee Elements

“ The entire home is the epitome of a bespoke high tech home that is able to keep up with the dynamic needs of a modern family ”

Kindly elaborate on the key features offered by the project?

The Rustomjee Elements show flat is 3 bedrooms, hall, dining, and kitchen and with a balcony. It has been designed for a modern family, who is looking at a combination of classy mixed with new age luxury living and technology. The basic décor theme and design is international with installation of user friendly technology interface.

We have made the technology and digitization easily accessible to the occupants. Hence every element is voice activated which includes lighting, audio-video, CCTV security system, curtain-automation, air conditioning, etc. This all is incorporated into a practical user-friendly platform. The key features at the flat are:

- Smart mirrors and technology installed in kitchen and bathrooms that enables user to access multiple platforms using the internet
- Bluetooth paired weighing scale connected with the smart mirrors with data storage for analysis
- Bespoke his and her wardrobes that are designed with predefined and designated spaces for not just clothes but all forms of luxury and lifestyle items like watches, pens, cufflinks etc. so they are easily accessible and have been used for fitting things
- All the furniture is lit internally with advanced illumination system from HALEMEIER Germany. The hardware is from Hettich
- The new range of lighting system like chandeliers, lights and lamps are all manufactured by Della by Jimmy Mistry. They are not just aesthetically appealing but also at the cutting edge of the technology. They are controlled by drivers that are specifically designed to optimize the illumination
- Ergonomic plays a very important role throughout the flat
- Special attention has been given to maximizing and utilization of storage spaces considering the space constraints in the city. Every bed has built-in storage with automated access
- Acoustics is given due importance. Acoustically insulated material is used sufficiently in every room to keep the noise levels in check throughout the house as well as for the privacy of the occupant in every bedroom
- Mood synced shower cubicles
- Use of multi-layered lighting to set the moods. All 4 kinds of lighting that include direct, indirect lighting, pendant lighting and up lighting is incorporated to elevate occupants moods in each area
- Private home theatre with a projector connection and Apple TV
- Skin moisture analysing device in the bathrooms



Lavishly designed bar at Rustomjee Elements

“ It is designed as a modern wholesome practical home soaked in luxury that can be easily upgraded over time ”

Tell us about the unique experience you shared while collaborating with Rustomjee Group for this project?

When Boman R. Irani, Chairman & Managing Director, Rustomjee Group and Percy Chowdhry visited Della Adventure & Resorts and experienced for themselves the Della by Jimmy Mistry store concept, they invited me to design a show-flat at Rustomjee Elements. They understood my instincts on how to provide bespoke luxury to the discerning and demanding clientele of Rustomjee Elements.

I was given a free hand to deliver a unique elegant opulence. I engineered and styled every single inch of it with my own designs as well as the best from the other leading thinkers of the design industry. The entire home, every single room, is remarkable also for the sheer technological prowess installed in it, which is at par with the best homes in the world.

I am thrilled to have been able to create an exclusive bespoke environment for a real estate giant like Rustomjee. This is especially important, as it is a first step towards the Della by Jimmy Mistry store.



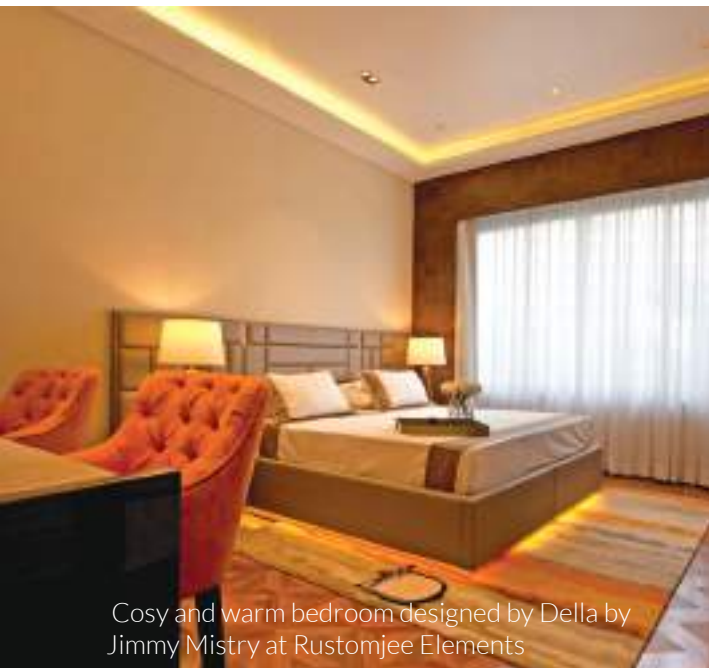
Jimmy Mistry, Chairman and MD, Della Group

What was your source of inspiration for this project?

My inspiration for this project is the discerning needs of a modern Indian family. We have designed with same passion and design philosophy that we bring in to Della Stores to show a glimpse of the same in this project. This apartment aims to achieve not just a living space but a perfect blend of design, aesthetics, styling, technology and comfort for its residents. It is designed as a modern wholesome practical home soaked in luxury that can be easily upgraded over time.

Throw light on the material palette used in various spaces.

It is a homogenous mixture of multiple materials; some new age and some traditional elements. The flooring used is waterproof lamination flooring parquet which is manufactured at Della by Jimmy Mistry store. The upholstery fabric is a special range stain resistance material by D'Decor. All the faucets from wash-basins to the showers are on a digital platform. There is voice automation throughout the house in the front-end user interface as well as the back-end. Practically, in each material and every touch point from switches and screen controls to hardware and fittings, we have tried to go the digital and new-age direction. At the same time, we have tried to go green and minimise our energy footprint. The paint used in the show flat has low VOC levels.



Cosy and warm bedroom designed by Della by Jimmy Mistry at Rustomjee Elements

With reference to the furniture used in the décor. Are they all manufactured by Della or sourced?

The show residence is essentially a showcase for the soon to be launched interior and lifestyle store called Della by Jimmy Mistry. All the furniture featured in this flat has been manufactured by Della, at our factories in Daman. The Della design team is working overtime to ensure they churn out the top end products. Attention to detail at every stage from conceptualization to the drawing board to the final product is key.

What challenges did you face while working on this assignment?

All assignments have their own set of challenges. Though most of it was smooth running, we did face some challenge as few products were still not developed at the Della stores and we had to wait for the completion and development of the products. Now the majority of the development is ready and towards completion.



L to R: Jimmy Mistry with Percy Chowdhry and Boman Irani



Furniture & decor by Della by Jimmy Mistry