



Drawing room of a sample 5,300-sq-ft duplex apartment designed by Jade Jagger and her partner Tom Bartlett in a luxury complex in Goregaon

# Luxury, Jagger style

First look at the apartment in Goregaon being designed by Rolling Stone legend's daughter Jade

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Jade Jagger's eyes light up as she takes you on a walkabout of what will, when finished, be a super-luxurious 5,300-sq-ft apartment. "It's all about luxury. India has a very luxurious palate, so we've tried using strong lights, lots of colour... red and gold, black and white... it's the kind of stuff you can really indulge in doing up an Indian apartment," rock music legend Mick Jagger's daughter raves off.

Jagger, along with her partner Tom Bartlett, will be working on the interiors for top-of-the-line apartments in Lodha Fiorenza, a 52-storey complex coming up off the Western Express Highway in Goregaon.

The lower level of the five-bedrooms duplex sample flat is reflective of what the duo is attempting. The entrance area to the flat has zigzag black-and-white tiles, and bamboo-textured furniture gives the place an almost-retro feel.

"That's the kind of work you can do in India," Jagger says. Why specifically India? "The workmanship is excellent. Getting this sort of work done in, say, England would have been crazy," Bartlett shoots back.

What seems to excite Jagger most is a plunge pool adjoining the drawing room. "It suddenly reminds you of Hollywood. It feels so glamorous," she says. When you remind her that this is Bollywood town, Bartlett is quick with a reply: "Hollywood-Bollywood, Indian culture-English culture, they've all crossed over. That's what we're trying to do here — bringing things together," he says, describing the style as "classic



Jade Jagger (right) and Tom Bartlett



NOT the master bedroom... it's for "granny"



Next to the drawing room, a plunge pool

modern with local elements" — which explains her largely Indian shopping list. "We picked up a lot of furniture from stores such as Fab India and Bungalow 8," Jagger, incidentally, has been working in India for 20 years now, and on an average, visits six times a year.

Acclaimed for their art of tastefully incorporating the local flavour, the Jagger-Bartlett duo have luxury resorts such as The Baglioni MammaKech, The Lakes in Cotswolds apart from developments across US and Europe to their credit. The duo here though is faced with the unique challenge of livvering up spaces as small as 1,200 sq feet.

And while giving a monster apartment a luxury makeover seems simple enough, both Jagger and Bartlett insist that where extravagance is concerned, size really doesn't matter.

"If you have the luxury of big spaces, it's great, but that may not always be possible in big cities. In New York, we've designed really small apartments," says Jagger. "What matters is the material, fittings, the finish..." adds Bartlett. Traditions have also been kept in mind, with every duplex coming with what they refer to as a "granny's room" on the lower level, as well as a shrine area.

The duo will also be designing common areas such as lounges, lobbies and a huge roof-top area, which can be transformed into a party place.

All this, of course, comes at a price. The apartments start at Rs 2 crore and go all the way up to Rs 15 crore. Market analysts say this is higher than prevailing rates, but justify the price pointing at the Jagger label.