



## 3 Questions

| Jade Jagger |

DESIGNS FOR

LODHA FIORENZA

**ELLE:** What made you associate with this brand?

**Jade Jagger:** I've spent a lot of time in India. The colours, the textures and the people have always been one of my biggest inspirations, so when Lodha approached us to do a project in Mumbai, I was incredibly excited. We are discerning of the developers we work with, and Lodha is synonymous with luxury real estate here.

**ELLE:** What is your design philosophy?

**JJ:** Family is often the biggest inspiration in my designs, so it's important that we create spaces that facilitate interaction and spending time with loved ones. When it comes to style, I strive to have a balance between old and new, modern and classic, to create what we call forgiving modernism. I certainly don't want people to live in any uninviting, gallery-like spaces.

**ELLE:** What's fashionable in home decor this year?

**JJ:** I've been inspired by the Indian tradition to embellish and use symbols and talismans, creating my own unique style. Stay true to your own individual style. Stick to what you like and what works best.

[www.lodhagroup.com](http://www.lodhagroup.com)