

Branded Homes

Lodha Group has roped in Yoo Design Studio and Jade Jagger to design their residential project Lodha Fiorenza. Located close to western express highway in Goregaon, Mumbai, this project sports four towers with 4-BHK and duplex apartments, also the tallest tower is of 52-storey. Other than the apartments, Jade will be designing the common places as well. She will be designing a club house including a gym, spa and waterside cafe. The towers will include a rooftop party floor featuring dinner lounges, a party terrace and a private discotheque. The estimated price range of the apartments is between ₹ 1.6 crore and 8.5 crore. The project is expected to be completed by 2014. This is the first time that Yoo with its most renowned designers Jade Jagger is venturing in Mumbai's luxury home market. Jade Jagger, the daughter of Mick Jagger — lead singer of Rolling Stones has already designed properties in Turkey, homes in Morocco and apartments in New York. She has spent a lot of time in India and is inspired by Indian traditions to embellish and use of gold leaf, talismans and symbols. The signature homes at Lodha Fiorenza will boast unique design, aesthetics and amenities.

