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PHOTO: GETTY IMAGES

TRENDS THAT THRIVED

THE YEAR THAT WAS SAW SOCIALITES TURNING INTO BRAND HOSTESSES, CELEBRITIES TWEETING TO FURTHER THEIR GLORY, BOLLYWOOD-HOLLYWOOD CROSSOVERS AND COUTURE HOUSES GLAMOURISING REAL ESTATE PROJECTS IN INDIA

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COUTURE CONSTRUCTIONS

The Indian real estate market looked up like never before as the wealth of the rich soared and international design icons made a foray into the Indian market. Jade Jagger, the daughter of Rolling Stones rocker Mick Jagger, is all set to design for a Mumbai luxury residential project. Lodha Developers Ltd, who have an upcoming project in the northeastern suburb of Mumbai, have roped in Jagger to create residences. And wait till you hear this. The tallest residential tower being built by the Lodha Group, called World One, is set to bring Armani Residences to India. What with builders working hard to change India's skylines with luxury apartment blocks, buyers are spoilt for choice. Another sought-after choice is the Yoo Pune Project by French master of interiors and design, Philippe Starck. Yoo — begun by Starck and British property mogul John Hitchcox (also known as the Minuccia Prada of the property industry) — has tied up with Panchshil Realty to give Pune's residents an "innovative" residential project. With the best global design names coming to the country, homes and hotels will soon be interchangeable for the deep pocketed!

OLA TO THE CELEB TWITTERATI!

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Privacy loving, paparazzi-hating celebrities metamorphosed into attention loving, 24/7 quote machines with the arrival of the micro blogging site, Twitter. Both the glitterati and the cinemarati saw Twitter as the most potent tool to disseminate trivia about their upcoming films, personal lives and day-to-day paraphernalia. Letting their guard down and taking a pell-mell plunge into the Twitter pool, most movie stars, corporate czars, politicians and sportsmen chronicled every tidbit of their daily lives, attracting millions of followers. If Akshay Kumar tweeted about the precious leisure time he spent with his son Aarav then UB group scion Sidhartha Malya took potshots at the 'so called' Manchester United fans in India while Liz Hurley and Shane Warne flirted unabashedly. Not content with merely posting on his blog, Amitabh Bachchan took up tweeting in a big way. Whether it was quoting his father, the late Harivansh Rai Bachchan's poetry or gushing about Team India's performance in the World Cup, Big B was at his suave best in every feed. "I will say though, well done India! We could have had an embarrassing defeat! But what a comeback! Back up India!! De

Glama K!!" It was a surprise to see the reclusive Salman Khan kicking some serious butt on Twitter too. Bollywood's glam-slam boy used the platform to promote his charity organization, Being Human. Apart from film personalities, Twitter attracted celebrities from every field be it Anand Mahindra, Sushma Swamy or Kiran Bedi. Sibel Seth blasted A Raja, BCCI and Suresh Kalmadi in his devil-may-care style. In one of his edgy tweets, he even called Prime Minister Manmohan Singh, "India's 21st century Dridharashtra". And then there were Twitter's whipping boys who met with Waterloo because of their intemperate tweets, like the corporate honcho Lalit Modi and writer-politician Shashi Tharoor. Modi used Twitter to leak names of shareholders in Rendezvous Sports World, the consortium, that wanted to establish an IPL team in the city of Kochi. Tharoor, then an MP for a Kerala constituency, said in a statement that Modi was attempting to "discredit the team and create reasons to disqualify it so that the franchise can be awarded elsewhere". Tharoor had to resign in the face of scathing criticism and the IPL commissioner was ousted too. All in all, Twitter mania rules public consciousness!