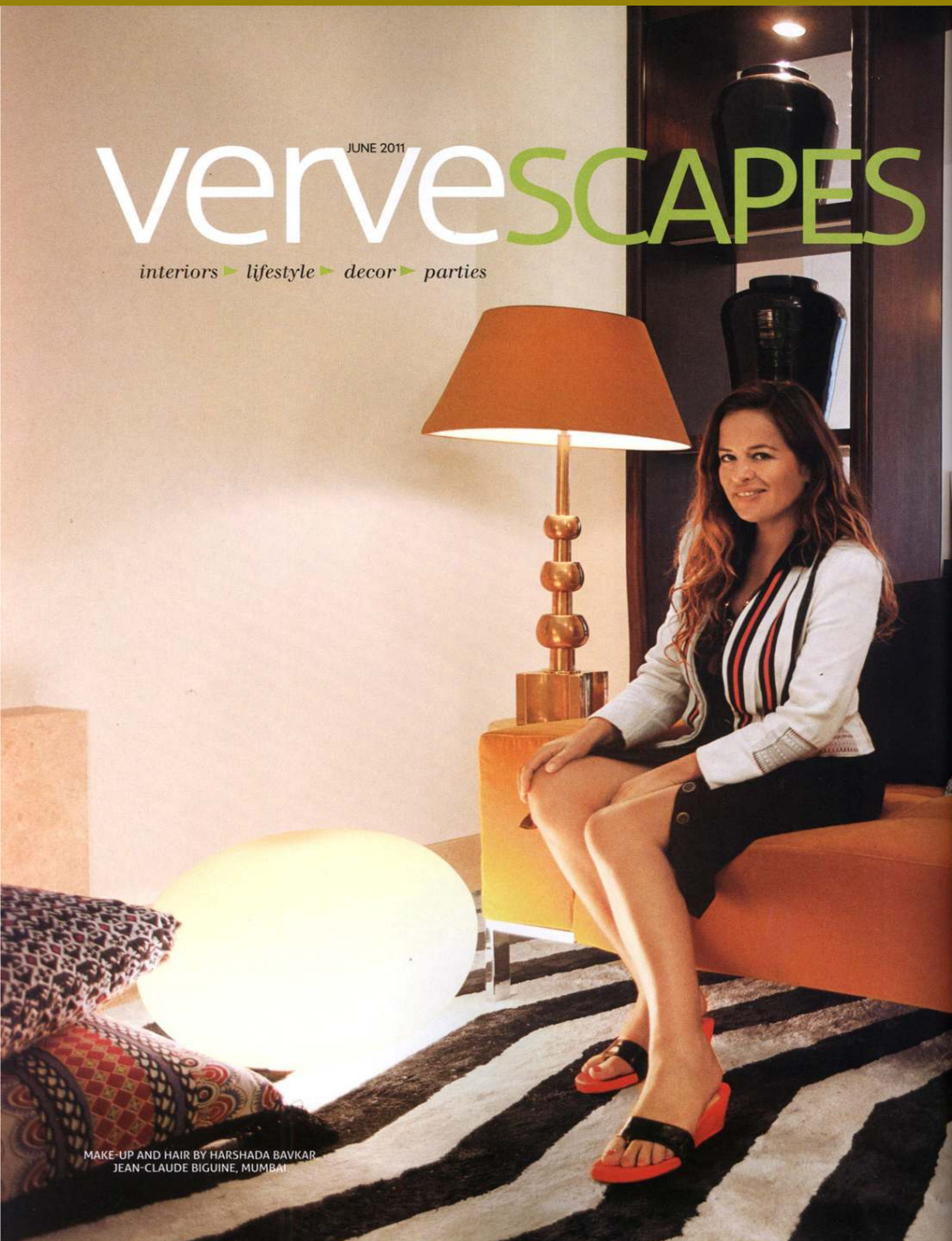


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MAKE-UP AND HAIR BY HARSHADA BAVKAR
JEAN-CLAUDE BIGUINE, MUMBAI



THE INDIA EFFECT

She exudes a certain sense of calm. Her love for India is astonishing and endearing all at once. **Jade Jezebel Jagger** chats with Malvika Sah about her life, passions and designs as she gets set with her swanky new project in the country she calls her second home

"Style is a simple way of saying complicated things," said a super chic French director, and as I wait inside the bright blue diamond-shaped cubicle at the Lodha Fiorenza show suite lobby, I couldn't agree more. Conceptualised and designed by designer, interior architecture expert, aesthete and the ultimate boho belle, Jade Jagger, the property at first glance, blends Indian classic sumptuousness with an international urban edge. ▶

VISHAL KULLARWAR

What separates Jagger from the herd of international designers coming to the subcontinent to explore the growing markets, is the special bond she shares with India. Her iconic rockstar dad, Mick Jagger, brought her here when she was a child and it has been like a second home since. "I truly have a love affair with the country – all my designs: fashion, jewellery, interiors have a bit of India in them," she states, in her soft yet crisp accent.

A thorough professional,



she has a no-nonsense air around her. Wasting time on hair and make-up is like a cardinal sin for this workaholic mum-of-two, but chatting about her work and designs breaks the ice with her immediately. Brought up amongst "incredibly talented artists who taught me to have confidence in what I do and trust my intuition," she always wanted to be a designer and create new stuff. In fact, as a child she would spend a lot of time rearranging furniture even at hotel rooms to suit her preferences!

For this rock progeny, "creativity is simply another way of communicating to others," which is evident in the various business ventures she has undertaken over the years. From being a creative director for Garrard, an English company dealing in high-end jewellery to promoting a lifestyle concept

called 'Jezebel' (her middle name), which fuses music, clothing, and lifestyle through original recordings, remixes, unplugged sessions, and fashion, to designing homes in Manhattan, Morocco and now, India.

Without a doubt, India has been a constant factor in her life over the years. While she carries a little Ganesha with her at all times for good luck, "the vivid colours, precious stones and geographic textures found in India," are regularly seen in her designs. Recently she even bought her own plush pad in India's hippie heaven – Goa – to spend more time here and shop at the various colourful flea markets around.

Indian Odyssey

But right now, she and her design partner, architect Tom Bartlett, are engaged in the Lodha Fiorenza project, their first in India. A part of Yoo, the international design and branding company founded by John Hitchcox and design guru Philippe Starck, the lavish project in the Mumbai suburbs is expected to be ready by 2014.

"Luxurious and modern" is the clear mantra of the swanky project that comprises of two, three and

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- Jade Jagger



four bedroom residences and grand duplex sky villas across four towers. In another first, the tallest tower rises to a dazzling 600 feet, making it one of the tallest buildings in the country. Additional fancy superfluties like iPad controlled automations, German Poggenpohl kitchens and Italian marble flooring take its glamour quotient a notch higher.

Christened Luxo, the sensuous simplicity in the spacious rooms creates a sense of calm luxury. A dash of hot colours and decorative finishes with clean lines and the apt 'peacock' theme with her trademark gold embellishments does complete justice to Jagger's bohemian reputation. "It was really about getting the right balance between the contemporary styling of Jade Jagger for Yoo whilst paying homage to the traditional textures and finishes of India – and providing a refreshing palette for the local community," she says passionately about the project.

Space, an unheard luxury for most Mumbaiites, is just as vital in these luxe condos. "I am always thinking about my personal experiences of our everyday life and