



JADE JAGGER

THE BRITISH LIFESTYLE QUEEN SHOOTS EXCLUSIVELY FOR HELLO! AND TELLS US ABOUT HER SPANKING NEW PROJECT IN INDIA, A COUNTRY THAT SHE SHARES A VERY SPECIAL RELATIONSHIP WITH

Boho chic lifestyle queen, high-octane party princess, haute hippy chick – there are many soubriquets used to describe the 39-year-old Jade Jagger by the unforgiving British press. But one meeting and it's clear that she's more shrewd earth mother than carefree party princess, having built not just a brand but an empire on a name that includes everything from jewellery and clothes to music and interior design.

Independent, successful and part of one almighty gene pool of rock and roll, Jade is the daughter of Rolling Stones frontman Mick Jagger and his first wife Bianca, the Nicaraguan beauty and human rights campaigner. Born into privilege, she grew up amidst the Studio 54 generation, even being famously babysat by legendary artist Andy Warhol. But from a young age she's gone beyond her famous family name to carve a niche for herself as a creator of covetable creature comforts. In her early 20s, she made the leap from visual art to three-dimensional precious metals when she launched her integrated jewellery and fashion brand Jade Jagger. She was creative director at Garrard jewellers by the time she turned 30, and then launched

Jezebel, a music and lifestyle label. She's now also designing homes as part of an eclectic team – including Philippe Starck – at the London-based Yoo Design Studio. In fact, this year she is working on a tower of luxury residences in Mumbai.

Developed by the Lodha Group, Jade will design apartments for a suburban project called Fiorenza, consisting of four towers with flats, duplexes and sky villas with private elevators and swimming pools. The project is expected to be complete by 2014. Previously, Jade has designed villas in Marrakech and Turkey, the Jade condominiums in New York, and The Lakes in the Cotswolds, the UK region known for its rolling hills and stone villages. Clearly, there's much to admire about Jade Jagger. In an Amazonian kingdom of her own creating, she is indubitably queen.

So take us back to the start...how did designing happen?

"Designing was a genuine passion. I've always had a sort of magpie quality of looking for sparkling things and putting them together. At the same time, growing up I was quite a tomboy with messy hair and making art. I eventually studied painting and worked a lot in decorative painting using gold leaf and natural pigments. That's what brought me into the world of design, which is today spread across many disciplines. It often happens with a lot of designers that you start off with one discipline and then cross genres without really thinking about it. That's what's happened with me, with painting, designing jewellery and clothes and now interiors."

In 2001 you joined Garrard as the Creative Director and were single-handedly responsible for sexifying the storied British brand! Tell us about your time there.

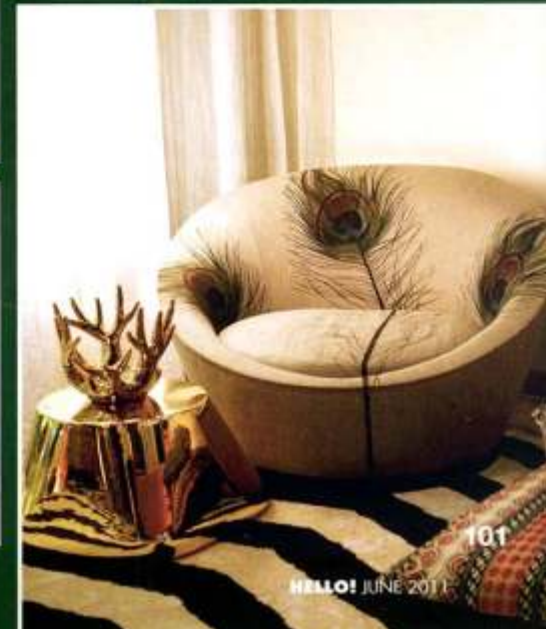
Jade wears a self-designed Jamewar and sequin dress and with accessories from her personal collection. She looks cool as a cucumber posing on the terrace pool and garden area of the duplex show flat she has designed for Lodha Fiorenza in Mumbai



'I have a healthy rebellion for established design rules, so the way I dress a space is always an eclectic mix of moods and textures. I was very inspired by the Art Deco history of Mumbai and the geometric designs at the Taj Mahal, so you can see some of that in the home'



Wearing a funky diamond ring and an amethyst necklace designed by herself, Jade sits pretty in a lace and brocade cocktail dress in the formal living room, the highlight of which is a dramatic geometric carpet accentuated by the neutral-coloured sofa and funky floor cushions (far left). The lobby with an interesting mirror installation (above), a Peacock feather-print sofa and gold accessories highlight a niche (below), while tea lights in elegant holders (left) add a homely feel to the space



"It was interesting to work for such a large company and I learned so much about how to truly work through an idea. I feel like I grew up at Garrard, because it was a tremendous responsibility working with the heritage of the brand in mind and using such beautiful stones. You almost become like a protector of sorts of such a legacy. It was also interesting for me to learn to work in conjunction with other people, because you stop working for yourself and always put the company first."

You finally have two Jade Jagger stores open after so many years.

"Yes, the first in London and the second

in Goa since January. It's taken a long time for me to open my own stores despite my history and experience with Garrard, but I like the fact that because I've taken my time I've been able to integrate all the different arcs of what I do – interiors, jewellery, clothes, music – and bring it together under one roof. Now people can experience everything in my world. I would love to open a store next in Mumbai. The modernity that's exploding here is fascinating."

So how did this association with the Lodha Group come about?

"Well, they invited us to do the project and

it was a very exciting idea for me personally because I love India and have been coming here for over 20 years. I make all my jewellery in Jaipur and my clothes in Goa, apart from my home and store there, so I have a special relationship with the country. It's a great feeling to now be able to bring some of my love for India back here through my work. I really feel like I'm becoming a part of the community. Also, it's very exciting to showcase the Yoo work and brand here."

Talk us through your design inspiration for Lodha Fiorenza.

"We've been working on the project for over a year, and since I'm very familiar with India

I knew exactly what I wanted. It was very much about using colour and maintaining the heritage of India, but combining it with a modern, international feel. I have a healthy rebellion for established design rules, so the way I dress a space is always an eclectic mix of moods and textures. A very typical element of our design is using a lot of white with pops of colour and decorative design. I was very inspired by the Art Deco history of the city and the geometric designs at the Taj Mahal, so you can see some of that in the lobby floor design and other areas of the home. It's a nice mix of the classic and the modern

coexisting beautifully, very much like how Mumbai is. I also like the idea of having shelving systems, framing areas and niches for people to curate objects or collections that are important to them, like books and photographs. It's very much about giving clients a backdrop to personalise their space and make it an intimate family home."

That's one of your strengths, isn't it? Creating family spaces?

"Through my own personal (she has two teenage daughters from a previous relationship and a step son with her current partner, the nightclub DJ Dan ▶



'I love spending time in India because it's so creative for me - anything and everything is possible here. There's a love of craft in India that we're increasingly starting to lose in the West, so that really appeals to me'



Williams) and professional experience I've come to realise that it's nice to have an open plan space with intimate sections where the family can get together. Like in this duplex sample flat, we have a cosy TV room where everyone in the family can spend time together, apart from the more formal living room downstairs. Also, I've always found bathrooms and kitchens very important to me. I tend to spend a lot of time there and they are my favourite spaces to relax, so there's a lot of emphasis on that in my homes. Being able to have a pool on your terrace is also a really nice addition, as it allows you to have an open space to relax outside of air-conditioned units. There's

quite a lot of high drama in the décor with the vertical terrace gardens and a mix of Bollywood-Hollywood aesthetics!" **So how would you define a typical Jade Jagger home?** "Well it's got respect for where it is, has a certain punk sensibility and tries to break the rules...is hopefully well-planned and very, very practical!" **You have homes in Ibiza and Goa apart from the ones in London and New York. Are you a city girl or a country girl?** "I'm very much a country girl! But I could never live in the country without spending time in the city. I find a lot of inspiration from the countryside and in nature, so a lot

of my ideas come from there. I also have the time and space to think in the country. At the same time I love the glamour and vibrancy of city life. I don't think I can pick one over the other!" **And what about India?** "I love spending time in India because it's so creative for me - anything and everything is possible here. I love being barefoot in Goa and love the fact that I don't have to think too much about dressing up, traffic, etc. There's a love of craft here that we're increasingly starting to lose in the West, so that really appeals to me about this country." **You turn 40 later this year. Do you feel like**

Posing beside her bright, signature red dining table, Jade wears a raw silk dress with a pearl and ruby neck piece, all designed by her. She tells us that her jewellery is made in Jaipur while her clothes in Goa - both of which retail under the Jade Jagger label in London and Goa (above). The bathrooms (left) - as important an area for the designer as her kitchen - have been designed using lots of natural light and bright pops of colour to bring a cheerful vibe to the space

you're in a very satisfying place today in your life and your career? "Yes, in fact I'm planning my 40th birthday party in Goa, so that should be fun! Turning 40 is certainly a time for reflection and a time to consolidate and understand what gives me pleasure. Sometimes I think it can be hard for a

woman, but there's also so much to gain with experience and knowledge. **H** I'm enjoying that very much."

TEXT: ZAHRA KHAN
PHOTOS: RYAN MARTIS
MAKE-UP & HAIR: RECINDA MARTIS
STYLING: RITI MUNDARGI