

VOGUE LIVING



OF GEMS AND JADE

Jade Jagger plans to mix a contemporary look with India's iconic jewel tones. Below: The Lakes by yoo, a Cotswolds property by Jagger

Our spaces aim to be inviting, relaxed and comfortable—we don't want our designs to intimidate. I personally believe in creating spaces that are glamorous and chic, yet practical and comfortable.

What is your inspiration for the 'Jade Jagger for yoo' Lodha project?

For me, family is a big inspiration. I have two children, and time spent together is precious; so, spatially it's important that a layout works for the whole family and facilitates people spending time together. Lodha shares a similar vision. Aesthetically, this project was a dream opportunity—we've taken the approach of fusing contemporary furnishings and fabrics while paying homage to the beautiful jewel tones that are so iconic to India.

What inspires you in India?

The colours, textures, vistas, food, weather, the richness of culture. And, anthropologically, the respect and importance placed on the foundation of family. Family really is cherished in a different way in India, and it's incredibly special.

What are your favourite spots in India?

Ashvem Beach in Goa is particularly special to me as it is home to my first jewellery and clothing store in India. It's literally on the beach, and was a dream to create. It doesn't feel like work when you have sand under your feet. I also love shopping for stones in Jaipur.

Tell us about your home in Goa.

It's my base for at least two months every year, when I spend time sourcing materials for my fashion line. Not only is Goa

beautiful, but it has an incredibly relaxed lifestyle; so even when I'm working, it feels like an escape.

Tell us about your work with yoo in India.

Lodha Fiorenza is yoo's first project in Mumbai. This is my fourth 'Jade Jagger for yoo' work, after The Jade in New York, The Lakes by yoo in the Cotswolds, and The Baglioni Marrakech residences in Morocco. We want to

make sure that we always offer something unique.

When did you first visit India?

I have fond memories of visiting India as a child with my father; it's been a love affair ever since.

What do you buy while you're here?

Textiles and embellishments, of course! ■

DESIGN

JAGGER EDGE

Jade Jagger's first real estate project in India brings her back to the country she loves, says MANJU SARA RAJAN

The daughter of a legendary rock star and a fashion icon—Mick and Bianca Jagger—Jade Sheena Jezebel Jagger was predestined for creative pursuits. The gorgeous mother of two has been a successful model and jewellery designer, but in 2004 she decided to go beyond accessories when she joined yoo, Philippe Starck's interior-architecture design collective. The company focuses on real estate developments around the world, and recently entered the Indian market. Jagger, whose signature is 'Jade Jagger for yoo', is working on her first Indian real estate design with the Lodha Group on a project called Lodha Fiorenza to be built in Mumbai. She speaks to *Vogue* about her India connection.



Describe your design sensibility.

Designing a home is all about getting the right mix of luxury and comfort, layers of textures and an unexpected mix of personal objects and artefacts. I don't like to stick to a particular style, but you could describe it as forgiving modernism—laid-back, with a hint of funk and glamour.