



## **Lodha announces Lodha Fiorenza at Goregaon – Signature homes designed by Jade Jagger for yoo**

### **Hi-Fashion comes to Homes: Jade Jagger designed Project launched in Mumbai**

#### **Mumbai, May 2011:**

Today, Lodha Developers Ltd. announced the the launch of their new project, Lodha Fiorenza, at Goregaon which has been designed and styled by **Jade Jagger for yoo**, one of the world's foremost design and style gurus.

Jade Jagger for yoo is a collaboration between globally renowned designer Jade Jagger and yoo, an international design and branding company. This will be first Jade Jagger for yoo project in India. Over the past ten years yoo has been working across the world with international developers on a variety of residential projects throughout Asia, Australia, Europe, North and South America and the Middle East.

Located on the Western Highway adjacent to the Hub mall, the project enjoys an enviable mix of greenery, views and location next to the most happening malls, hotels and good schools. The project comprises of 2, 3 and 4 bedroom residences and grand duplex sky villas across four towers, the tallest of which rises to a stunning height of 600 feet, making it one of the tallest buildings in the Mumbai Suburbs. Residents will enjoy the never before privileges like a rooftop party lounge, an observatory with stunning views of the Aarey colony and the Arabian sea on the 52<sup>nd</sup> floor and an infinity edge cantilevered swimming pool. Homes are fitted with the finest finishes including iPad controlled automation, German Poggenpohl kitchens, European fitments from brands like Gessi and Duravit and Italian marble flooring.

Jade is a multi-talented designer and style icon, creating living spaces that are glamorous, chic and sophisticated, yet practical and comfortable. Speaking on this association, R Karthik, Chief Marketing Officer, Lodha Developers said, “The ever evolving Indian consumer has an affinity towards having the finest experience across various walks of life and we recognize the same. Our partnership with Jade Jagger for yoo is an effort to cater to the Indian consumer’s appetite for an *avant garde* lifestyle, at par with international standards. Lodha and Jade Jagger for yoo share great synergies and this association will add a new dimension to living in Mumbai. Through Lodha Fiorenza, we will create the haute couture in the living space as well.”

Jade Jagger’s trademark of sophisticated richness in color and texture, innovative design and relaxed luxury will be portrayed in Luxo, her latest signature design style created uniquely for Lodha Fiorenza, blending India’s rich and varied tradition with unique cultural elements across the world.

Visiting India to specially announce this partnership, Jade Jagger, Creative Director of ‘Jade Jagger for yoo’ said, “I am absolutely delighted to be partnering with the Lodha Group to design signature residences for their latest property Lodha Fiorenza. So much inspires me in India, from the vivid approach to color. Lodha shares a similar vision and strives for perfection when it comes to nuances of design and makes developments which are a blend of luxury and comfort. Undoubtedly, Lodha is the perfect partner to introduce our brand - Jade Jagger for yoo - in India”

The project is expected to provide its residents with the finest elements of fashionable living. Other leading experts from across the globe, who are working on the project, include:

- Landscape Design – Sitetectonix, Singapore
- Construction – L&T
- Structural Concept - Leslie E. Robertson Associates (LERA), New York
- Architecture – Sanjay Puri Architects