

“Luxury is the perfect blend of great design and comfort”



MAKING IT WORK

1 Each organisation has a different style of functioning, get that fact clear in mind

2 It's a whole different task to ensure that the processes continue through

Gen next Pearl Jimmy Mistry, Della Group

For three years while she pursued her undergraduate studies, Pearl Jimmy Mistry, overlooked the marketing activities, digital presence and online sales for the Della group's latest venture D.A.T. A. (Della Adventure Training Academy), a military-style training academy with luxury amenities for civilians to go 'glamping', as well as Della Adventure Park and Resorts. The first-of-its-kind Lonavala-based resort has been the brainchild of Pearl's father, architect and designer Jimmy Mistry. "Shadowing my father and being a helping hand, irrespective of the department, has been part of my role at Della," says Pearl. Jimmy Mistry's passion has been contagious for his children, and Pearl developed a fondness for design at an early age. "I wanted to be an architect/designer throughout school but as I grew older the vision got clearer. My dream is to set up a successful e-store in the short-run while the long-term goal for the company would be a global presence for Della Stores and further expansion into other cities for Della Adventure and Resorts," she says. With her father as mentor and guide, she admits that on-the-job learning has taught her far more than she could have imagined. But pursuing a post-graduate was the obvious next step, which is what led her to the London Business School's Management Programme. Her year's sabbatical is aimed to gear her up for the company's new e-commerce and retail business, Della Stores.

www.dellagroup.in

By Moeena Halim