

# Jimmy Mistry Adds His Design Flair to Rustomjee Elements

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*A luxury gated community off Juhu Circle*

*Aer Residences (G Wing) Launched recently with 5% Subvention Scheme*

When two greats collaborate, one can be sure that the result will be outstanding. This is exactly what the guests who visited the exclusive luxury gated community development, Rustomjee Elements, felt when they stepped into the show residence designed by Jimmy Mistry.

Jimmy Mistry is the Chairman and Managing Director of the acclaimed Della Group with interests across design, adventure and hospitality. An acclaimed practitioner of 'Design Thinking', Jimmy has a reputation for unique designs and has been at the forefront of the design industry for almost two decades. "My products must surprise as much as they delight, not just in the way they look, not just in the way they function, but how well they elevate the way my customer lives their life," he explains. Speaking about his approach to this project, Jimmy elaborates, "I was given a free hand to deliver a distinctly elegant opulence, styled to every single inch of it with my own designs as well as the best from the other leading thinkers of the design industry. The entire home, every single room, is remarkable also for the sheer technological prowess installed in it which is at par with the best homes in the world."

The guest list was extensive and included the who's who from Mumbai's elite social circles - Mr. Ram Shinde (Minister); MLA, Sanjay Bhegade; Anu Malik; renowned spiritual artist, Udayraj A. Cadnis; Nisha Jamwal; Deepal Rao; Sameer and Palay Seth; Neeta Sinha; Sophie and Karim Premjee; Krishika and Sunil Lulla; Music Composer Jatin Pandit and Kainaz Pandit, Fashion Designer - Lina Tipnis; Rajiv Popley; Arzana and Rahul Khanna; Sushil and Madhu Gupta; Ranjit and Nazneen, amongst others. The opulent soiree saw the 110 plus guests sit down for a four course formal dinner at the Alfresco Sky Lounge at Rustomjee Elements. The evening also saw an auction of an artwork by Anish Kapoor, the proceeds from which went to the Times Foundation.

Rustomjee Elements, an uber luxury project by Rustomjee, just off Juhu Circle, is the home of choice for some of the who's who of Mumbai's celebrity and social circuit and Jimmy kept that as a reference point when it came to designing the interiors. This apartment achieves an inspired fusion of unobtrusive interiors, state-of-the-art amenities, all in an ambience that is soaked in luxury. The show flat is a debut project for the soon to be launched Della Store and aims to present the fullest expression of the Della philosophy. All the products featured in this flat have been manufactured by Della, at Della facilities, employing the finest materials and the most exacting manufacturing processes.

This splendid project is intended specifically for individuals and families who have a profound appreciation for the finer things in life and are looking for a living space that offers them a unique, customized and exclusive lifestyle.

Regarding their association with Jimmy, Boman R. Irani, Chairman & Managing Director, Rustomjee Group said, "When Percy and I visited Della Resorts and experienced the Della Store concept for ourselves we invited Jimmy to design a show flat at Rustomjee Elements. We felt that there was an immediate sync of thought and Jimmy understood instinctively how to provide bespoke luxury to the discerning and demanding clientele of Rustomjee Elements. Rustomjee Elements is intended to be a fabulously distinct living space, remarkable not just for its design, construction, aesthetics, and styling, but also for the cutting-edge technical sophistication of all its amenities. Rustomjee Elements is like all other Rustomjee buildings, set to be a distinctive and celebrated part of the city's skyline."

Rustomjee Elements is spread over 3 acres and is a gated community designed for those who appreciate the finer things in life and are looking for a home that not only matches their exalted status but also provides for an elevated, exclusive lifestyle. Rustomjee Elements comprises of apartments that are available in 3, 4, and 5 bed variants. Its impeccable luxurious amenities include a landscaped podium garden, sky lounge, business centre, infinity pool, preview theatre, spa, concierge, fully equipped gymnasium, multi-purpose court and a library. The homes have also been designed to provide the residents with something quite priceless, 'My Space' - an opportunity and the space to rekindle their talents and pursue the hobbies and interests.

#### About Rustomjee:

Rustomjee has carved a niche for itself in the ever-growing real estate sector, with a portfolio that includes 14.32 million square feet of completed projects; 12 million square feet of ongoing development and another 28 million square feet of planned development in the pipeline, spanning across the best locations of Mumbai Metropolitan Region (MMR). Their portfolio currently includes two very large townships, residential spaces, office complexes, retail developments, spaces for healthcare and education spread across BKC Annex, Khar, Off Juhu Circle, Kandivali, Borivali, Virar and Thane.

Rustomjee lays emphasis on adding value to the lives of their homeowners through their core business, their CSR initiatives and philanthropy. They have strived to ensure that every blueprint includes child-friendly spaces for parks, playgrounds, and learning rooms and thereby encouraging families to spend quality time with each other.