

Jimmy Mistry adds his design flair to Rustomjee Elements



Feb 2018 , by admin, in Latest News, News/Views

Jimmy Mistry, Chairman and Managing Director of Della Group with interests across design, adventure and hospitality showcased his designed flat at Rustomjee Elements in Juhu, Mumbai. The show flat is a debut project for the soon to be launched Della Store. All the products featured in the flat have been manufactured by Della, at Della facilities, employing the finest materials and the most exacting manufacturing processes.

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 & 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.

Realty Plus talked to Jimmy Mistry about the Della Stores and his design philosophy. Jimmy has a reputation for unique designs and has been at the forefront of the design industry for almost two decades. Speaking about his approach to this project, Jimmy said, "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."



Mr. Jimmy Mistry, Chairman & MD, Della Group

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.



Boman Irani & Percy Chowdhry with Mr. Jimmy Mistry, Chairman & MD, Della Group

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 spread over 3 acres and is a gated community comprising 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.