



# LUXE ABODES

LUXURY HOMES HAVE CHANGED THE LANDSCAPE OF HOUSING IN THE COUNTRY WITH BIG TICKET PROJECTS THAT HAVE ENSURED REALTY STAYS AFLOAT

BY BINDU GOPAL RAO

**L**uxury homes have always been a segment of real estate that has seen an upper trajectory in terms of growth rate. As a segment that has shown positive signals, the pandemic has not really dimmed demand in this sector.

#### NEW LAUNCHES

There are several launches of luxury residences that are in the pipeline. The demand for luxury homes has always been high and has gone up in the post COVID-19 context. Luxury homes with amenities that match form and functionality are popular in the luxury space and new age developers are making changes to stay relevant with unique projects. Due to the

evolving tastes and aspiring demands of buyers, a growing niche of forward-thinking developers are launching exotic and exquisite theme-based projects in places like Goa.

Eshwar N, chief marketing officer, Casagrand, explains, "Compared to regular homes, luxury homes are valued within the top 10% of properties on the local market and are considerably upscale in size, location, constructed and finished with high-end materials and designed with remarkable architectural details and distinct amenities."

#### DESIGN DETAILS

New age homes define luxury not only in scale but also exclusivity of spaces catering to the functions of the house. Interior



1. The Resort House by ADND is an attempt to create a space that resonates with the feeling of living in a resort all the time.

2. Eshwar N, chief marketing officer, Casagrand.

3. Vikas Goel, founder, Lavana Interiors.

4. Meetu Goel, founder, Lavana Interiors.

5. Shobhan Kothari, partner, ADND.

6. Anand Menon, partner, ADND.

7. Suraj Mittal, founder, Future Concepts.

8. Sripad Nandiraj, founder & spokesperson, Hocomoco.

9. A kitchen design by Hocomoco, a tech-based building construction start-up that is headquartered in Hyderabad.

10. The Kedia apartment, a four-bedroom space in Kolkata, is a project by Kal Designs.



designing is a combination of both functional and aesthetic elements. "Furniture with integration of metal/ precious stones in various furniture items, use of frameless windows to give a clear vision and sense of openness and lighting fixtures and modern chandeliers, which add to the overall ambience of the space, are trending in luxury home design," say Meetu Goel and Vikas Goel, founders, Lavana Interiors.

Green area concepts within houses, which add to the warmth of the space, home automation, and modular kitchens with an island and high-end modular accessories, are other features that are gaining good acceptability in such homes.

Shobhan Kothari and Anand Menon, partners at ADND, aver, "Bespoke design which is highly customised and exclusive is often associated with luxury. Design may or may not be expensive, but its detailing and workmanship is attuned to great craftsmanship and resonates luxury."

Luxury homes have a concept and the designs for such homes are based on themes as compared to other homes. "Currently, we are noticing the inclusion of a lot of artisanal work and the finishes of the final product are highly impressive and as accurate as a designer visualises," says Suraj Mittal, founder, Future Concepts.

**SMART CHOICE**

Comfort and control from any place are what the new generation of home builders are looking at. With busy lives, homeowners want the comfort of operating and controlling their devices from anywhere. Many companies are also developing home appliances with built-in IoT technologies, to align to customer needs. "Separate sound systems, from room to room did not exist until a few years ago. But now, since personalisation of space has become key, everyone gets to have their individual systems, which can be activated from a device or even by voice. Integration of security systems is also one key ask from customers. Increase in the urban population and the rise in security issues is compelling home investors to go for a security system for their homes. Cameras, surveillance systems have become a prime part of the technology which is being used in luxury home segments," says Sripad Nandiraj,

founder & spokesperson, Hocomoco, a tech-based building construction start-up.

Pulin Shah, design architect, founder, Kal Designs, adds, "Widespread technology, in the form of automation, keyless entries and so on, is being used these days in luxury homes. Nowadays, many clients want two separate master bathrooms, and this is becoming a trendsetter in most luxury homes. A designated home theatre room is also what some clients desire. This has become the new age movie experience for them and especially now, knowing the circumstances and limited movements." IoT automation is gradually picking up as it offers convenience and the ease to operate multiple devices which are interconnected.

**MATERIAL MIX**

Luxury residential design involves more expenditure on services and exquisite materials. These services like HVAC, automation, and plumbing design require expert detailing in the working drawing. "Understanding of the material being used is important. Knowhow of the latest premium décor items and their pricing plays a major role. Luxury home designers take an extra effort for collaboration to be able to retrieve such unique products," says Gaurav Kankariya, principal designer, Utopia by Gaurav Kankariya.



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Today, materials also have smart capabilities. "The latest concretes, for example, have self-cleaning abilities that keep the surfaces clean and dust-free when used on façade panels. They can also improve the air quality around them by absorbing pollution and converting it to water and basic natural elements. The surfaces of concrete wash basins can be made more hygienic by making the surface anti-bacterial," says Ajaay Srinivas Thambi, founding director, Nuance Studio.

**TREND CHECK**

The success of a luxury home lies in attention to detail. The details addressed in design, in terms of convenience, technology, and ambience, along with the look and feel. "To achieve the daily needs and requirements of a person is the priority; unless the person is asking for something that he or she doesn't need, we tend to educate and deliver the right requirement for that person. Once the functionality is resolved, we start working on

the form, colours and materiality within the space," says Behzad Kharas, chairman & managing director, The BNK Group.

Bringing in natural light as much as possible, with the use of natural materials, is setting the benchmark. When it comes to layout, keep things clean and simple. "Luxury interior designers like their clients to bring a part of their own personalities to the plate in their designs and incorporate those in a luxurious way," opines Siddhina Sakla, founder, The Arch Studio.

Landscaped gardens that allow the outside indoors are trending too. "Moreover, high-end large windows are included to ensure fresh air and ventilation. Amenities such as rainwater harvesting and sewage management are implemented in luxury projects," says Nakul Himatsingka, managing director, Ideal Group.

**ECO ANGLE**

A key element of luxury homes is that they mostly strive to



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11. Nuance Studio uses new age concrete that is capable of adding a wow element in homes.

12. Beaumonde Residence by The BNK Group is home to two generations of a family.

13. Gaurav Kankariya, principal designer, Utopia by Gaurav Kankariya.

14. Ajaay Srinivas Thambi, founding director, Nuance Studio.

15. Behzad Kharas, chairman & managing director, The BNK Group.



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16. The BNK Group's One Avighna project.

17. Siddhina Sakla, founder, The Arch Studio.

18. Nakul Himatsingka, MD, Ideal Group.

19. Vinay Jain, MD & CEO, Sambhav Group.

20. Aesthetics meet comfort at this project by The Arch Studio.

21. Vins by Sambhav Group is a luxury studio apartment in Mumbai.



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keep the environmental footprint as light as possible. "Rainwater harvesting is a standard ecological part of our construction. The design always incorporates a reliance on natural light rather than artificial, thereby saving costs of power consumption. Waste management is done with professionalism and with minimum inconvenience to residents. Solar panels, whenever possible, would be incorporated into the design so that power consumption is down to minimal levels. To achieve the flow of fresh air throughout the apartments, the habitable spaces have been placed along the length of the apartment block. Green pockets are interspersed across the façade and act as solar buffers to the habitable spaces," opines Vinay Jain, managing director & CEO, Sambhav Group.

Neha Jain, co-founder, UDC Homes, adds, "Even home owners have become conscious of the environment and they often want to use products which were manufactured



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causing least minimum harm to the environment. This, in turn, automatically motivates us to choose our manufacturing inputs ethically; since the past few years, we have been choosing environment-friendly raw materials for our wallpaper production."

**COVID FACTOR**

The pandemic of 2020 is a reality that we will all have to live with, and find ways to continue with as much normalcy as is possible in such a situation. Lindsay Bernard Rodrigues, co-founder and director, Bennet & Bernard Group, says, "As the impact of COVID-19 will push demand for holistic ecosystems and a wellness quotient, upcoming projects will provide absolute freedom to people where they can enjoy world-class facilities within the premises. With work from home being accepted as part of the 'new normal', many people are seriously considering a shift of residence, away from the crowded cities to holiday homes for obvious reasons. And so, destinations with a scenic locale and with experiences within the home will have a huge fan following."

Amit Shah, managing director, Classic Marble Company (CMC), avers, "Contrary to expectation, people have taken this as an opportune time to redo their homes. People are spending more on their homes today since this is where they



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are spending all or most of their time. Consumers are looking at newer textures and re-designing their space to give it a fresh look. People are using a lot of coloured material on walls as highlighters to make the space more vibrant."

Several new trends are emerging especially after the pandemic has spread across the world. "One of the primary trends now is to get the outdoors indoor, given the fact that more owners and their families live indoors in today's lockdown situation. Natural sunlight, natural greenery are key desired elements in redesigning luxury homes in the current environment," says Sinaiya Presswala, general manager, Della by Jimmy Mistry.

Looks like it's time to get set for a home that will pamper you with a touch of luxury. **ES**



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22. Bennet & Bernard's custom homes are fuelling the trend of owning a luxury holiday home in Goa.

23. Nuance Collection by UDC Homes is created from plant-based fibres, making it environmentally sustainable.

24. This sitting area features a Spiderwall by CMC that has a white marble with a dark brown vein.

25. A living-cum-dining area designed by Della by Jimmy Mistry.

26. Neha Jain, co-founder, UDC Homes.

27. Lindsay Bernard Rodrigues, co-founder and director, Bennet & Bernard Group.

28. Amit Shah, MD, Classic Marble Company.

29. Sinaiya Presswala, general manager, Della by Jimmy Mistry.