

# 'IT IS ABOUT THE PROMISES THAT COME WITH A BRAND'

In a first for India, hospitality major Four Seasons has announced a foray into residential real-estate in Mumbai. Adarsh Jatia says the property will cater to NRIs and HNIs looking for quality, exclusivity and high-end service

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**T**hree years from now, the slender buildings of Four Seasons branded residences will rise just next to the eponymous hotel in the heart of Worli. Already under construction, these residences occupy 55 floors of a building that is designed by American design and architecture firm Gensler and boasts interiors by the Yabu Pushelberg Studio. The cost of the single-floor apartments will start at Rs 30 crore, says **Adarsh Jatia (below), managing director of Provenance Land**, which has tied up with the Four Seasons brand for the hotel and the residences.

Hospitality-brand apartments are a rage internationally but this is India's first tryst with them.

With branded apartments, hospitality chains bring luxury and services to residential spaces. We had a 1.5 acre property in Worli which we are developing as a mixed used complex — the hotel, service apartments and



the luxury residences.

**How are these residences different from any other luxury property?**

We looked at the lifestyle of families who have lived in bungalows for generations and are now trading them for apartments since land prices have gone through the roof. They look for privacy and do not want to live in a complex with 300 families. Their second need is high levels of service. The third is spaciousness because old bungalows had large rooms and high ceilings and garden spaces. So, we took the bungalow lifestyle concept and applied it to a high rise. We have a property spread over 1.5 acres that will be used by 26 families.

The residences also cater to the NRIs who don't want the hassle of finding the right kind of staff or deal with maintenance issues.

**Your emphasis is on the level of service. What sort of service can residents expect?**

There is the basic service which includes everything outside the apartment — engineering, window cleaning on the outside, gardening and security.

For a cost, residents can choose their a-la-carte service — personal maintenance, house painting, flowers changed, air-conditioner repairmen in the middle of night.

They will also have access to 24 hours concierge, bell boy and security within the design. The apartment will be managed by a professional general manager and staff who will be from Four Seasons.

**Can you tell us how design will define the Four Seasons residences?**

Gensler, the architecture studio from San Francisco, has designed the building. Even within Gensler we identified the team that is currently designing

Shanghai Towers, which will be taller than Burj Khalifa. The façade is elegant and slender. For interiors, we hired the New York team of design studio Yabu Pushelberg.

The smallest apartment occupies an entire floor, and then we have apartments sprawling over 1.5 floors and 2 floors.

While the master bedroom suite is 650 sq ft, the living room is upwards of 1,100 sq ft in carpet area. A single-floor plate was designed keeping a nuclear family in mind. The duplexes are perfect for a joint family and have two master bedrooms. The designers have drawn inspiration from gemstones.

**What is the USP of the Four Seasons as a luxury housing brand?**

It is hard for some people to understand why the brand should be so important while buying an apartment.

It is not like putting a logo on a shirt, it is about the promises that come with a brand.



■ A rendition of the Four Seasons residential tower (extreme left), currently under construction in Worli.