

LUXURY SPECIAL

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The Leela Residence, developed by the Bhartiya Group in Bengaluru offer handcrafted furniture from Italy

In one offering, Rustomjee provides for a 200 sq. feet balcony, wide enough for the barbeques that international buyers like to host

and collection of family-silver for the coming generation, so we have to present it well.” Going beyond green, DLF 5 pioneers water conservation, a raging concern across the country. The massive sewage treatment plant at DLF 5 is proof of its unyielding efforts at water conservation and recycling.

“Robust security system, sound and sustainable infrastructure are absolute defining factors apart from design element, as services have to be top notch when it comes to offering real luxury,” says Aakash Ohri, executive director, DLF Homes Developers Limited.

The design work at The Crest project in Gurgaon is handled by Richmond International, headquartered in London. With advanced security features and private shuttle elevators for every home, service at The Crest is getting more personalised. Designed by Hafeez Contractor, The Crest has won the Fast 50 award — making it a Fast 50 project — and has received the Prashansa Patra award of the National Safety Council of India Safety Awards 2015.

The Leela Residences, developed by the Bhartiya Group in Bengaluru is an indicator of coming of age. Priced at Rs 1 crore for a studio apartment and over Rs 5 crore for a four-bedroom apartment, these homes offer handcrafted furniture from Italy and streetlights that multi-task as surveillance cameras and wi-fi ports, to name just a few.

“What has become increasingly obvious is that the well-heeled are willing to pay more than ever before for upscale homes,” says Snehideep Aggarwal, chairman, Bhartiya group. A lot of high-end luxury buildings by the Bhartiya group, DLF, Rahejas, Ambience group and the like that are under construction, are harbingers of the future.

Luxury living has evolved even in its elements. In a way simpler but classier, Emmanuel Balayer, VP marketing of Bhartiya Developers says, “In terms of architecture, there is an increased focus on the kitchen, as family time has taken centre stage. Kitchens are becoming bigger and even rivaling the look of restaurants, with latest appliances, special flooring and the return of the pantry room. Kitchen gardens are equally important. An old mark of luxury, walk-in closets, are now transforming into showrooms.” A lot of people are looking for an uncomplicated life, and prefer simplicity and elegance even if they have to shell out more for it. **BW**

The author is a Delhi-based freelance writer