

# LUXURY HOMES: Millennials' first choice

OWNING A LUXURY HOME IS FAR MORE THAN JUST AN ASPIRATIONAL DIMENSION. IT IS ALSO A STATUS SYMBOL FOR THE MILLENNIALS. READ ON TO KNOW MORE...

Jadav.Kakoti@timesgroup.com

Owning a home is a dream for many. It has some social values to it. It is even more so in case of a luxury home. Buying a luxury home enhances the owner's social status. So, obviously the desire to own a luxury home is backed by some pre-conceived notions. Before buying a luxury home, a prospective buyer has some specific notions in mind. In fact, the very notion of luxury has changed over time. Today, a luxury home is a reflection of the lifestyle of the owner. More so of the millennials.

Today, 'exclusivity' is the driving force behind the new lifestyle that people are aspiring for. Gone are the days when a penthouse defined luxury. Today it's the style statement of being 'elite' - a combination of amenities, lifestyle features and facilities that these ultra-luxury homes provide.

Today more and more people are globe trotter and are acquainted with the lifestyle in foreign soil. They want to identify themselves with that kind of lifestyle back home. And their luxury home is a fit case to showcase their enhanced lifestyle.

In short, a luxury home is one step ahead of any other home.

Nimish Gupta, MD, South Asia, RICS, says, "While all homes provide comfort and function, a luxury home surpasses these basic purposes and offers much more flair. From a realty sector standpoint, there are some basic parameters that define luxury, which include central or a well-developed location, a larger unit size, and state-of-the-art amenities and specifications."

With a slew of branded/boutique residences, villas, themed condos and apartments etc. being developed - developers are going that extra mile in order to differentiate themselves in the market and provide customers with an experience that international customers might experience. AI-enabled home devices (e.g. lighting, heating etc.), private swimming pools and health centres, Jacuzzis, game rooms etc. are just some of the features that developers are catering for.

"Having said that, customers still need to take informed decisions and look at a developers' track record on delivering a quality product on time. The supporting infrastructure and location of a property is of paramount importance. It's not just about how you live, but also where you live that matters," Gupta elaborates.

"The growing preference of the younger generation for luxury homes has been an ongoing phenomenon since last few years. Their preferences have always shaped trends in the real estate business, for them it's a perfect blend of both functionality and convenience. The younger generation is a major technology consumer - for them everything is best when available at the click of a button. It is because of these choices that we have witnessed a spike in the demand for luxury homes, especially from first time buyers. While location plays an integral role, connectivity to workplace, schools, hospitals, restaurants, malls and markets, amenities like recreational areas, a world-class gym, sports facilities, project the second most important set of factors", said a real estate developer.

He further adds, "When we talk about young buyers, future-ready homes are something one needs to be careful of; ones that are suitable for their modern requirements. It is to cater to such demands that developers have planned and created infrastructure that suit their aspirational lifestyle, fulfils the



**The growing preference of the younger generation for luxury homes has been an ongoing phenomenon. For them it's a perfect blend of both functionality and convenience**

status factor and their need for modern designs, tech-enabled solutions, and a thriving community living."

Social and public infrastructure around the property can significantly impact the quality of luxurious living. Connectivity to the area, security, future development plans around the property etc. are all important considerations.

Another developer is of the view that today's young homebuyers are well-informed and well-travelled. He maintains, "Their buying decisions are influenced by a numbers of factors. Of these, the most important remains the location. Easy access to social infrastructure and workplace is the key. For many, luxury home in a prime location is associated with lifestyle, luxury, influence and social status, as money is not a constraint for such home buyers. Another key factor that influences the buying decision is the apartment space."

Luxury homes are characterised by large spaces, which are usually in the range of 2000 square feet and upwards. To meet the modern-day living requirements, amenities are crucial as well. These usually have to be of international standards. Some of them include a swimming/infinit pool, clubhouse, and gymnasium, outdoor courts for different sports, lounge, open party spaces, gardens, jogging area and amphitheatre among others.

"Over the years, safety and security have become a major concern in our cities due to increasing crime rate. In such a scenario, smart homes are becoming increasingly popular. Key elements of a secure smart home includes CCTV camera, video door phone or smart doorbell and alarm systems for fire, burglars etc. More importantly, the young home buyers prefer reputed developers."

# QUIRKY CHIC HOMES

A SPLASH OF COLOURS COMPLEMENTING QUIRKY, OUT-OF-THE-BOX DÉCOR PIECES IS ENOUGH TO BRING YOUR HOME TO LIFE



refined balance in a living space: "I believe that an elegant space should have a degree of timelessness and plushness as well as an interesting degree of edginess, brought in through unique surprise elements and statement pieces," says Krsna.

## OUTDOOR FUN

You can line your verandah or balcony with a treasure trove of memories with splendid collage photo frames and lamps.

"The market today is full of furniture that are stylish

Pooja.Madhok@timesgroup.com

Where a drastic change is not an option, transcendence of colour and brightness can be introduced with the use of décor pieces, including furniture pieces like a chair, chest of drawers, or by simply using throws, rugs and cushions.

## BEDROOM TALES

"Bring your bedroom to life by adding you in each corner," says Monica Khanna, an interior designer. "Posters, for instance, are a great way to display something that you are passionate about. A poster is a piece of history in digitally saturated times where 'handwork' does not find many takers," says Arti Singh, owner, of a city based decor store.

## LIVING ROOM MADNESS

Krsna Mehta, founder and



creative director of a decor brand, suggests that all one needs to make a living room look vibrant and fun is some great artwork or unique furniture. "These automatically add dimension as no two pieces are the same and they bring out an interesting perspective," adds Krsna. For many designers and decor experts today, quirkiness is all about creating a

and multifunctional, modular work of art with curvilinear body and detachable backrests that enable endless reconfiguration, making the designs a modern benchmark. So, add some unique stools and chairs to complete the landscape," says Sunita Sharma, who has designed a range of furniture for indoor and outdoor spaces.

# Beginners' guide to sleek bathrooms

FROM CLASSIC FITTINGS TO MODERN INTERPRETATIONS AND BOTANICAL BACKDROPS, THESE DÉCOR IDEAS WILL BE A BOLD STATEMENT



Artha.Neog@timesgroup.com

Sleek, stylish, and suave - bathrooms are one of the most ideal interior spaces for a new design project. Given their large-scale proportions, they can be dramatic and versatile as one would like.

"Elevate your bathroom into a sanctuary of opulence with exquisite bathroom decor solutions. Start by selecting a calming colour palette in the flooring and walls to set the tone. Lighting is crucial, so combine ambient, task, and accent lights for an inviting atmosphere. Accessorise with coordinated items, add statement mirrors and decorate with art and greenery. Bring in luxury through plush Egyptian cotton towels and designer bath accessories. Incorporate textiles in your chosen colour scheme and maintain order with stylish storage. Lastly, add a personal touch, whether it's sentimental items, family photos, or vintage decor pieces.

With attention to these details, you can turn your bathroom into a soothing and fashionable space," says Priyanka Singh, director, VO living and interior stylist, Villa Ortiga.

Spacious bathrooms or powder rooms accented with premium accessories and floorings exude a luxe and stylish décor statement. However, what we do not often give much attention to are the small details that contribute to well-lit and flattering bathrooms.

"In this constantly evolving world of interior design, bathrooms have evolved from utilitarian spaces into havens of relaxation and indulgence. A prevailing trend in bathroom design is the resurgence of marble, which is renowned for its timeless elegance and durability. Marble effortlessly bridges classic and contemporary aesthetics, making it a favoured choice for creating a luxurious ambience," says, Raichand Bhandari, managing director, A-Class Marble. Here are a few inspiring tips that you can try:



**Spacious bathrooms accented with premium accessories and floorings exude a luxe décor statement**



## BOTANICAL WALLPAPERS

A whimsical set of wallpapers can make a big statement to stately master bathrooms. Flex your creative muscles and add wallpapers that have botanical graphics, prints, and patterns. From statement leafy prints to calming delicate trails, botanical wallpapers or subtly patterned wallpapers lend interesting dimensions to feature walls.

## GOLD FITTINGS

Gold and silver finished bathroom fittings are no longer loud anymore and it denotes a classic and sophisticated

personality. Do you not want to take the risk? If you are not sure about where to start from then start small. Consider using bath fittings in rose gold, copper, silver, or bronze or install reflective metallic wall tiles. Also, antique brass and nickel are back in trend and are one of the best materials for fixtures and fittings.

## MIRROR AND WALL SCENCE

No bathrooms or powder rooms are complete without a mirror. From helping in personal grooming, expanding walls, magnifying light, to breaking up

visual clutter, mirrors are a blessing. Enhance the look by adding an artful combination of stylish, functional, and flattering illuminations.

Wall sconces installed on either side of bathroom vanity mirrors are not only a creative and elegant lighting scheme but also provide enough light for sink areas. However, consider mounting them anywhere from 65 to 70 inches above the floor and at eye levels. In this way, the light fixtures will illuminate faces without casting shadows.

A bathroom decor is incomplete

without fragrance. Consider placing a diffuser. It is a little gadget that uses heat, compressed air, or ultrasonics to emit fragrances into the atmosphere. Because of its compact size and ability to hold a blend of essential oils, diffusers are the best option for creating a wonderful aroma in small places. "In your personal bathroom, utilise a diffuser by setting it on a stand, behind your toilet or behind your sink. It works wonders for transforming a long bath or shower into a spa-like experience," concludes, Kansal, director, Rosemoore.