

Sales Office

Lodha Fiorenza,
Off Western Express Highway,
Adjacent to the Hub Mall,
Goregaon East,
Mumbai 400 063

Corporate Office

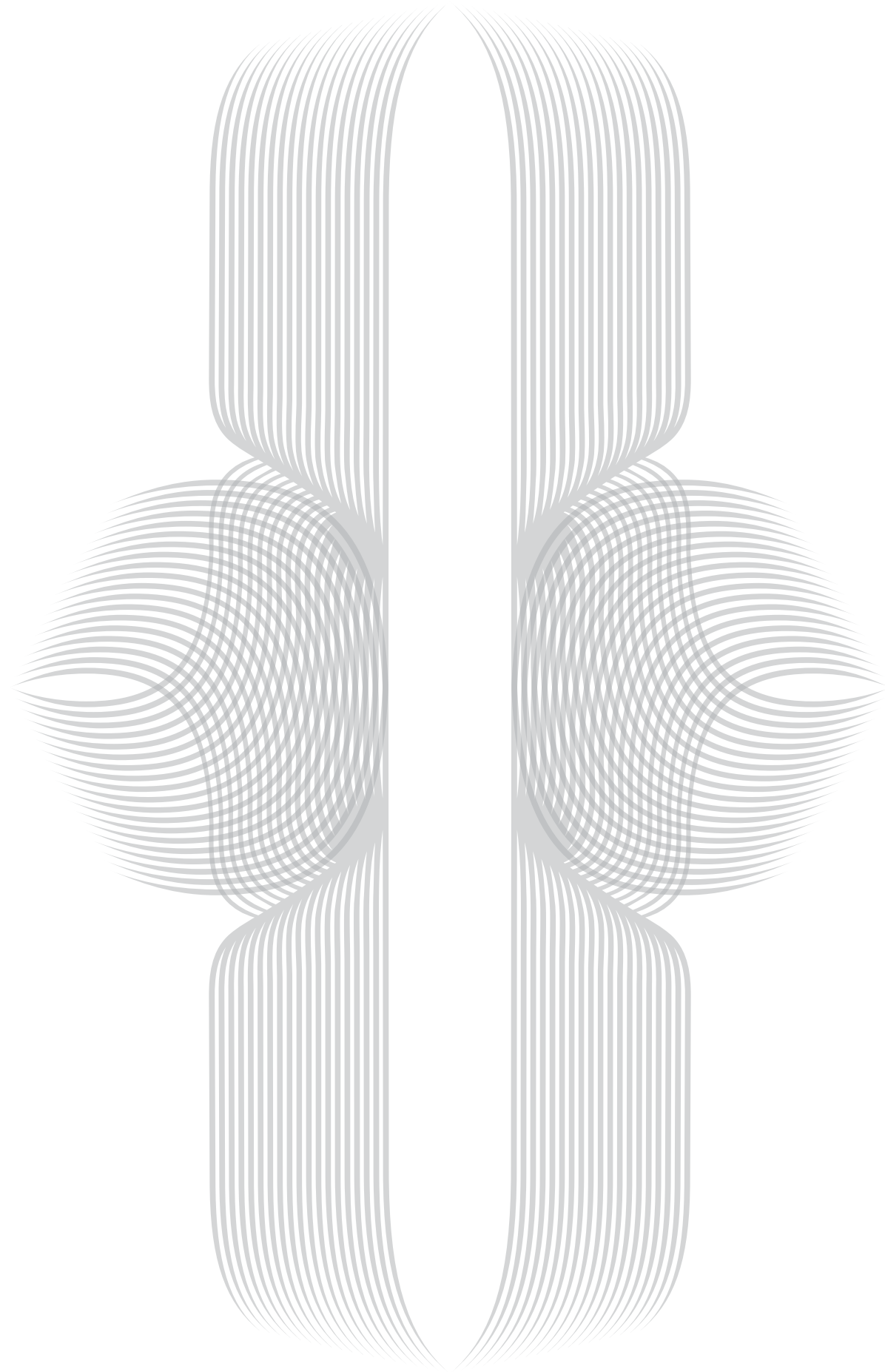
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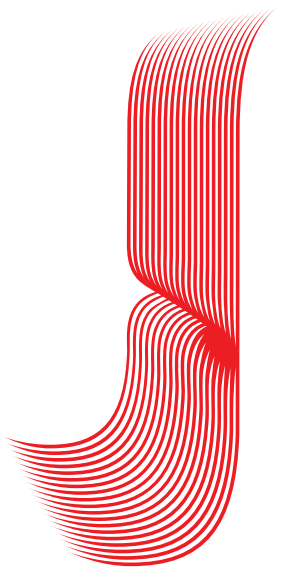
Jade Jagger for **yoo** Lodha Fiorenza

L O D H A
F I O R E N Z A

W W W



Signature residences by Jade Jagger for **yoo**



Jade Jagger for **yoo**



**NOW YOU DON'T
NEED TO WEAR**



FASHION.

YOU
CAN
LIVE
IT,





24 HOURS A DAY.



Fashionable living

From its original place in the world of couture, fashion has sashayed elegantly into every aspect of living. From clothes to automobiles, furniture to footwear, every choice signals one's style quotient and makes a statement.

The most significant statement of your taste and stature, however, is your home. Signature homes and lifestyles created by celebrated designers have become de rigueur for the truly discerning – residences that bear the stamp of the designer's unique aesthetic, that break new ground in architecture, design and styling, to become fashion statements in themselves.

With Lodha Fiorenza, the international trend in luxury residences arrives in Mumbai. Now you don't just wear fashion. You live it, 24 hours a day.

Lodha Fiorenza: **Fashionable living for fashionable people**

Think of a life where every element has been put together by the high priestess of style, Jade Jagger. Think beautifully styled living spaces with breathtaking views. Think artful lighting, unique furniture, inspired wall finishes. Think stunning landscapes, a world-class club, the hippest party spots and the glitziest malls, all at your doorstep.

Conceived, designed and created by Jade Jagger, the creative director for Jade Jagger for yoo, Lodha Fiorenza is the ultimate experience in fashionable living.





Who is yoo?

They're design-driven, they're iconoclastic and they're revered the world over – yoo is a globally renowned meeting place of some of the finest minds in architecture, interior design and styling. Founded by property entrepreneur John Hitchcox and legendary designer Philippe Starck, yoo works with some of the most respected talent in the industry, to create what is often called the haute couture of architecture – landmark residential and hotel projects across Asia, Australia, Europe, Africa, North and South America and the Middle East. yoo has been involved with the design of more than 10,000 homes in 27 countries.

Jade Jagger for yoo

One of yoo's most celebrated designers is Jade Jagger, London-based fashion and interior designer, and style icon. Jade Jagger for yoo projects carry her trademark of sophisticated richness in colour and texture, innovative design and relaxed luxury.

Drawing on varied design influences and colour palettes, Jade has developed distinct design approaches for all the projects that bear her signature.

And the one she brings to Mumbai, is a unique brand of easy, sophisticated, laid-back luxury, evocatively named Luxo. Developed exclusively for the city's most stylish destination, its most fashionable living experience, Lodha Fiorenza.



The Jade, an urban-chic luxury condominium project in New York City. Jade Jagger introduced the concept of pods – brilliantly designed, free-standing kitchens, bathrooms and storage units that could either be hidden behind a lacquered screen, or left open to access the facilities within.



For this exclusive private villa in Ibiza, Spain, Jade Jagger for yoo has combined intricate Moroccan motifs with contemporary European designs, to create a unique architectural masterpiece.



Interiors designed by Jade Jagger for yoo.



The most fashionable address in the city

Swing by the glitzy mall at your doorstep, to check out the season's latest arrivals. Unwind at the spa with a soothing massage after you've dropped the kids off at the neighbourhood school. Recharge with a divine cappuccino at Lodha Fiorenza's own café, before heading to your apartment to glam up for the rooftop party under the stars.

Lodha Fiorenza is perfectly located in a neighbourhood that boasts everything the fashionable life demands, while also giving you easy access to every part of the city.

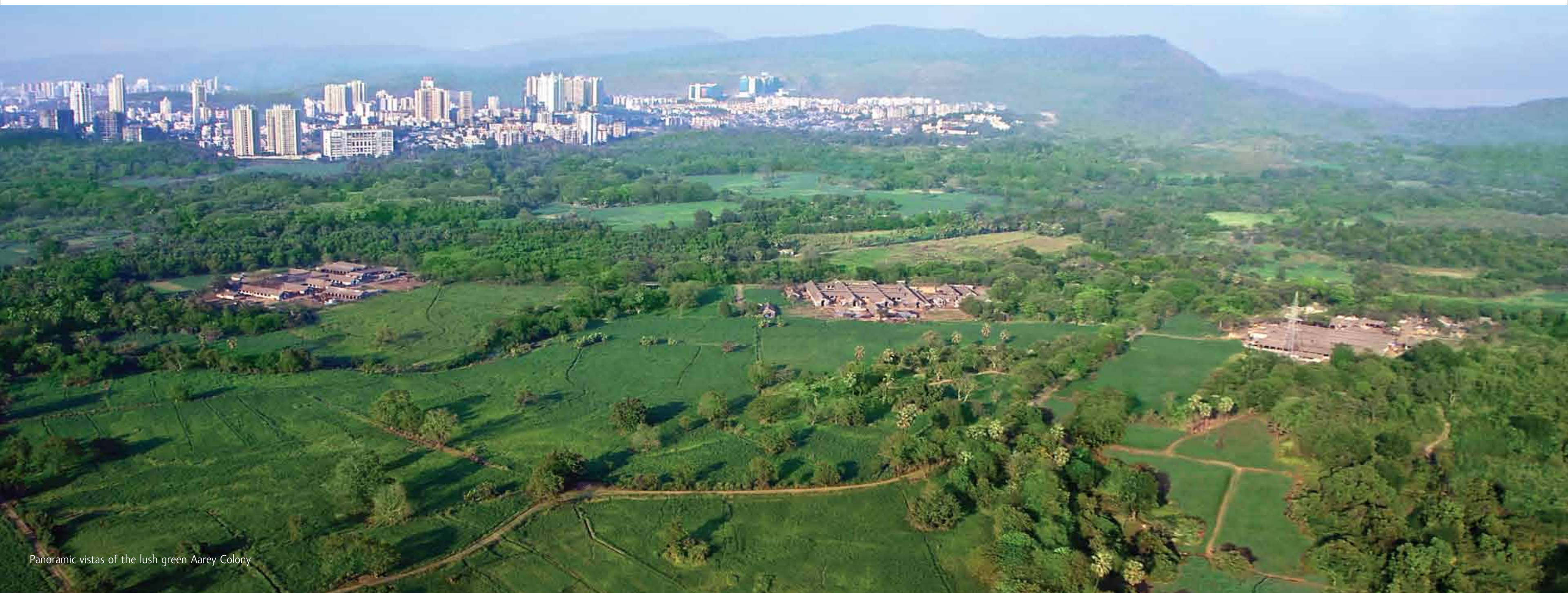
The coolest location

- Just off the Western Express Highway
- Adjacent to the trendy Hub Mall
- Close to Jogeshwari-Vikhroli Link Road
- Next door to the city's hippest entertainment spots, malls and luxury hotels
- Fine schools like Oberoi International, Yashodham and Mount Mary High School in the neighbourhood
- 2 kms. from S.V. Road
- 3 kms. from Goregaon Link Road
- 2 kms. from Goregaon Railway Station
- 1 km. from proposed Oshiwara Railway Station
- 5 kms. from Malad Railway Station
- Adjacent to the Goregaon West to East flyover, linking Western Express Highway to S.V. Road

Panoramic vistas. Spectacular sea views. **Could there be a more stylish way to accessorise your residence?**

Every residence at Lodha Fiorenza has been designed to command stunning views – only natural when the residential floors begin 90 ft. above ground level.

So while some residences enjoy panoramic vistas of the lush green Aarey Colony, others frame spectacular sea views. The luxury 4 bedroom residences and grand duplex sky villas of Milano, command the pleasure of both views.





Spectacular views of the Arabian Sea

The grand design

In a lush, beautifully landscaped expanse, 4 magnificent towers soar skywards. Named after and inspired by some of the most fashionable cities of the world, the towers flaunt elegant silhouettes and sophisticated detailing. Milano, the tallest of the four, is a 52-storey tower offering luxurious 4 bedroom residences and lavish duplex sky villas – just one per floor. The other 3 towers, Venezia, Sienna and Roma, offer stylish 2 bedroom, 3 bedroom and 3 bedroom Primo residences.

Milano

At a height of over 600 ft., Milano is the tallest building in the Mumbai suburbs. The exclusive 4 bedroom residences and luxurious duplex sky villas of Milano offer an unmatched experience in fashionable living.

The 4 bedroom residences, just 2 on each floor, command uninterrupted views of both, the Arabian sea and the lush expanses of Aarey Colony. While every detail of your spacious, airy residence is designed for effortless ease and comfort, from the sumptuous master bedroom suite to the private foyer for guests to the serene puja room.

Milano's duplex sky villas are a fashionista's dream. Extending over the topmost floors of Milano, the sky villas enjoy some of the best views in the city. With each villa having its own private entrance lobby, private elevator, private plunge pool and private library, the good life is yours to command.

Uber-chic and stylish to the core, Milano also boasts of an exclusive Club Milano, reserved for the residents of this tower. Club Milano's privileges include a private concierge, a state-of-the-art business centre, a world-class gym, a private lounge-cum-café and a golf putting green. Milano residents also enjoy exclusive access to 360° – the observatory lounge on the 52nd floor, with the best views of Mumbai. The hip party lounge on the terrace, with private dining enclosures, provides the perfect backdrop for trend-setting parties. While the sheer beauty of the infinity-edge cantilevered pool, extending in a majestic sweep over the landscaped green, offers you an experience that will never go out of fashion.

- Magnificent air-conditioned double-height entrance lobby
- Designer floor lobbies
- 4 high-speed passenger elevators from Mitsubishi/Schindler
- Separate service-cum-stretcher elevator
- State-of-the-art fire fighting systems
- 2 stairways



Milano – 52 floors, with a height of over 600 ft.



Venizia, Sienna and Roma

Standing in an expanse of 60,000 sq.ft. of stunning landscaping, Venizia, Sienna and Roma offer the most fashionable 2 bedroom and 3 bedroom residences in Mumbai.

Open to the fabulous views and fresh air of Aarey Colony, graced by the impeccable styling of Jade Jagger, with pools, party lounges, sports arenas and cafés to enjoy, the residences offer fashionable living at its best.

And for those who want even more, the towers offer exclusive garden residences – so you can savour all the luxury of a fashionable residence, and a private garden too.

- Grand air-conditioned double-height entrance lobby
- Designer floor lobbies
- 4 high-speed passenger elevators from Otis/Schindler/ThyssenKrupp in each tower
- Separate service-cum-stretcher elevator
- State-of-the-art fire fighting systems
- 2 stairways

A living experience so fashionable, even the landscape makes a statement.

At Lodha Fiorenza, you don't just take a walk in the garden. Not when you can recline on a timber deck, shaded by trees and gaze at the infinity edge of the pool merging into the misty mountains beyond. Or savour perfect tranquillity in the meditation garden, uplifted by the scent of flowering plants and soothed by the murmur of water.

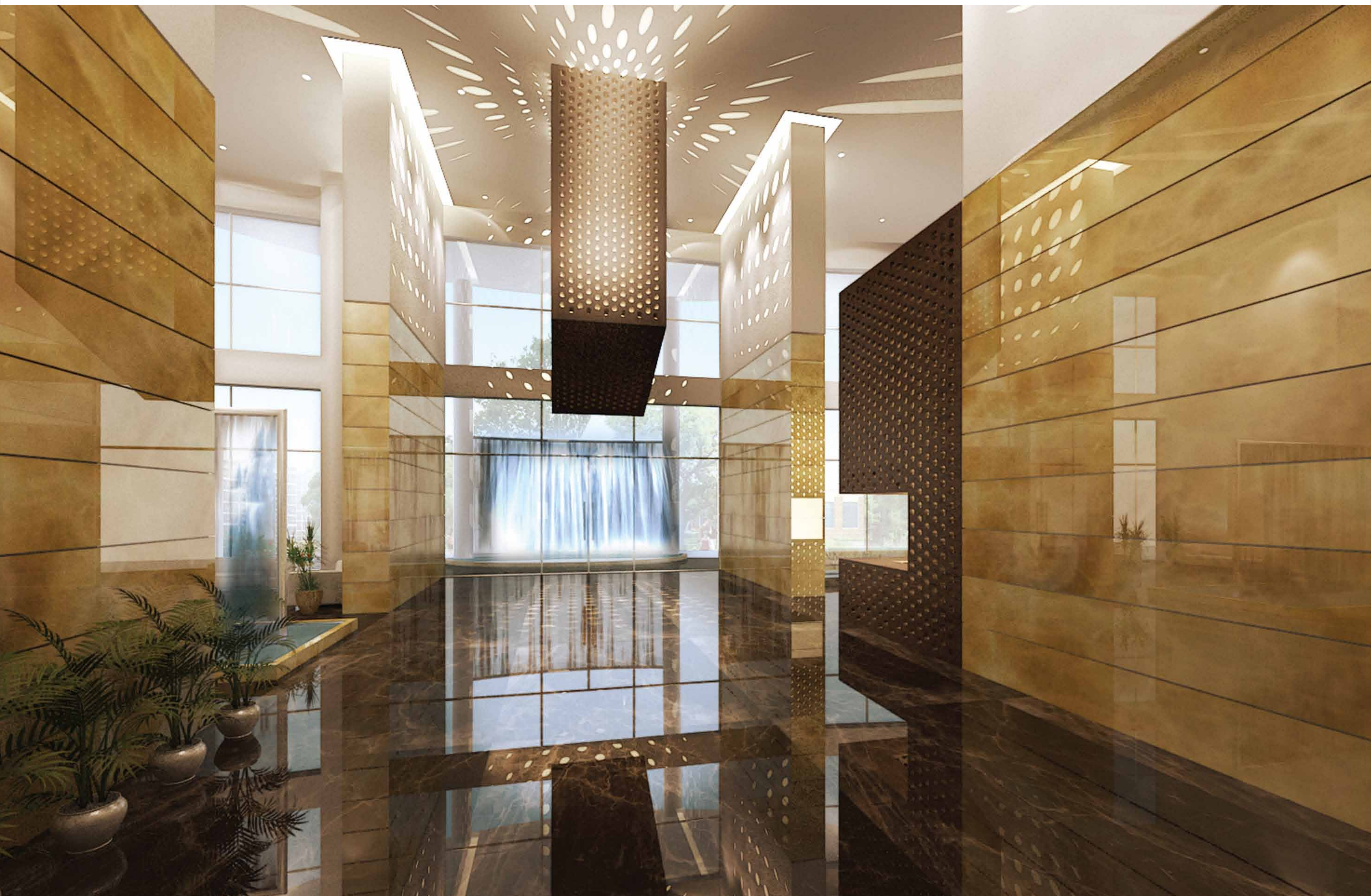
The breathtaking landscape, spread across 60,000 sq.ft. and overlooking the Aarey Colony greens, has been designed by the globally renowned Sitetectonix of Singapore. It incorporates architectural touches, serene water bodies, flowers, herbs and trees, to create an experience never seen before.

The infinity edge of the unique cantilevered pool cascades into the pool below, forming a spectacular waterfall. Tree-shaded decks and pavilions offer charming spots to enjoy the uninterrupted views. The children's playzone, the sports arena with basketball, football and cricket, barbeque pits, a kids' pool with delightful water play features, large green expanses for frolic and free play and a peaceful garden fragrant with flowering plants – the landscape fashion magazines dream of, is now yours to enjoy.

- Spectacular landscape design by Sitetectonix, Singapore
- 3 pools including infinity-edge cantilevered pool, garden-side lap pool and kids' pool with water play features
- Sports zone with cricket, basketball and football
- Children's playzone with play equipment and sandpit
- Reflexology walk
- Nature trail
- Ganesha temple
- Meditation garden
- Fragrant garden with flowers and herbs
- Party lawn
- Large decks shaded by trees, pavilions and open lawns
- Picnic spot with barbeque facilities
- Fountains and water bodies



60,000 sq.ft. of breathtaking landscape



Grand double-height entrance lobby

A residence? Or a design statement?

Brilliantly planned spaces, one-of-a-kind styling, luxurious materials, inspired finishes – the residences at Lodha Fiorenza set a new benchmark in design, luxury and style. Each residence bears the imprint of a unique design philosophy, developed by Jade Jagger for yoo, exclusively for Lodha Fiorenza.

Evocatively named Luxo, the interior design seamlessly integrates the cool, chic aesthetic of contemporary Mumbai, with the jeweled tones and opulent textures of India's ancient heritage.

Imagine clean lines and geometric shapes, against silk-lined walls, with gem-like hues and gold and silver accents adding texture, colour and richness. While the furniture and fittings, in honeyed timber and magnificent materials and finishes, quietly signal the very best in quality and craftsmanship.

Imbued with thoughtful planning and design, Luxo by Jade Jagger for yoo stands for true luxury living – sumptuous and rich, yet with a quiet sophistication all its own.



Luxo theme-based design for living room with plunge pool at Lodha Fiorenza







Private plunge pool in the duplex sky villas

The fashionable life

Your designer home makes an unmistakable fashion statement; while outside, you'll find every requirement of a truly fashionable life at your disposal. From clubs to cafés, private theatres to party lounges, Lodha Fiorenza offers you all the luxuries that make life perfect.

Club Fiorenza

Extending over 10,000 sq.ft., adjacent to two swimming pools and smoothly manicured party lawns, is the elegant Club Fiorenza. With separate pools for adults and children, a state-of-the-art gym, a reading lounge, a private theatre and a water-side café, life at Club Fiorenza moves in a fashionable whirl.

Club Fiorenza: Privileges for a trendy lifestyle

- Extends over 10,000 sq.ft.
- World-class gym with separate cardio section
- Separate pools for adults and kids
- Indoor games arena – pool table, table tennis, cards, carrom
- Library lounge
- Water-side café
- Party venue
- Private theatre
- Children's crèche/play area
- Medical help desk (for first aid and emergency services)



The poolside at Club Fiorenza

Rooftop party lounge

Host the most talked-about parties in town, at the chic rooftop party lounge on the terrace of Milano. Perched more than 600 ft. high, it's designed with spectacular style by Jade Jagger for yoo, and equipped with a pantry and private dining enclosures.



360° – Rooftop observatory

Invite friends over for an unforgettable experience at 360°, located at a dizzying height of over 600 ft. above ground. The rooftop observatory lounge provides the best views of Mumbai, with the huge green expanse of Aarey Colony to its east and the beautiful Arabian Sea to its west. Exclusively for residents of Milano, 360° will be designed by Jade Jagger for yoo. Nibble on canapés, chat with your guests and watch the world go by.



Club Milano

As a resident of Milano, you have Club Milano exclusively designed for you, with a private concierge, a state-of-the-art business centre, a world-class gym, a private lounge-cum-café and a golf putting green at your disposal. And when you want to get away from it all, you can relax by the stunning infinity-edge cantilevered pool and gaze into the distance, in absolute privacy and serenity.

Club Milano: Because exclusivity is just your style

- Private concierge
- State-of-the-art gym
- Business centre
- Café
- Golf putting green
- Exclusive access to the stunning infinity-edge cantilevered pool
- Exclusively for residents of Milano



Infinity-edge cantilevered pool at Club Milano

Location map



Landscape plan



- | | | | |
|------------------------------------|--------------------------------|----------------------------------|---------------------------------------|
| 1. Viewing deck (Parking level) | 7. Pool deck area with seating | 13. Study corner/Fragrant garden | 19. Multi-purpose sports arena |
| 2. 25 mt. lap pool (Infinity pool) | 8. Cricket pitch | 14. Party lawn | 20. Golf putting green |
| 3. Water cascade | 9. Foot reflexology path | 15. Barbeque pavilion | 21. Yoga garden |
| 4. Family pool | 10. Meditation garden | 16. Kids' play zone | 22. Walkway with feature framing wall |
| 5. Kids' pool | 11. Sacred garden | 17. Multi-purpose open lawn | |
| 6. Jacuzzi | 12. Elders' corner | 18. Grand pavilion | |

Venizia floor plan



Sienna & Roma floor plan



Milano
4 bedroom residence



Milano
Duplex sky villa (Lower level)



Milano
Duplex sky villa (Upper level)



The people behind Lodha Fiorenza

The developers: The Lodha Group

Established in 1980, the Lodha Group is Mumbai's premier real estate developer. The Group is currently developing in excess of 30 million sq.ft. of prime real estate, over 38 projects in and around Mumbai, from Napean Sea Road to Palava, making it the largest developer in the country^.

With Lodha Bellezza, an unparalleled super-luxury residential project in Hyderabad, the Group has begun its geographic expansion, and is soon expected to launch its first project in Pune.

The Lodha Group has several landmark developments to its credit, including World One – the world's tallest residential tower*; Lodha Bellissimo – the only Indian residential development to feature amongst the top 1000 landscapes in the world#; and Palava – 21st century India's largest planned city, spread over 3,600 acres. The Group has also made history by recording the biggest land deal in India till date, buying a plot in Wadala for Rs.4,053 crore, from the Mumbai Metropolitan Region Development Authority (MMRDA).

Pioneering new trends in the market, the Group introduced CASA by Lodha, offering the mid-income consumer luxury homes within easy reach. The Group also introduced the concept of branded office spaces, with offerings at every level, from world-class corporate offices to large scale office campuses to signature boutique offices for growing businesses.

And going beyond its role as a premier real estate developer, the Lodha Group has been a socially responsible corporate, focusing on education as the best medium to enrich society.

Other accomplishments include:

- Best Developer involved in High-end Residential Properties across India, by constructionsourceindia.com
- Leaders of Indian Infrastructure & Construction Award by The Economic Times ACETECH.
- Good Practice UN Habitat Business Award for Integrated Planning, for Casa Bella, an integrated township at Palava.

^As per publicly available information as on March 2011. *Estimate based on market information. #2009 edition, 1000 x Landscape Architecture, Germany.

Our Projects

RECENTLY COMPLETED PROJECTS

Lodha Excelus, Mahalaxmi
iTHINK by Lodha, Kanjurmarg
iTHINK by Lodha, Thane
Lodha Costiera, Napean Sea Road
Lodha's Château Paradis, Worli Seaface
Lodha Aria, East Parel
Lodha Grandeur, Prabhadevi
Lodha Palazzo, JVPD Scheme, Juhu
Lodha Paradise, Thane
Lodha Goldcrest, Lonavala

ONGOING PROJECTS – OFFICE SPACES

Lodha Supremus, Worli Naka
Lodha Supremus, Upper Worli
Lodha Supremus, Kanjurmarg
Lodha Supremus, Thane

ONGOING PROJECTS – RESIDENTIAL

Lodha Bellissimo, Mahalaxmi
Lodha Primero, Mahalaxmi
World One, Upper Worli
World Crest, Upper Worli
Lodha One, JVPD Scheme, Juhu
Lodha Aurum, Kanjurmarg
Lodha Aurum Grandé, Kanjurmarg
Lodha Imperia, Bhandup
Lodha Aristo, Thane
Lodha Luxuria, Thane
Lodha Aqua, Dahisar
Lodha Golfinks, Palava
Lodha Bellezza, Hyderabad

Casa Univis, Thane
Casa Ultima, Thane
Casa Royale, Thane
Casa Essenza, Dahisar
Casa Bella, Palava
Casa Bella Gold, Palava
Casa Rio, Palava
Casa Paradiso, Hyderabad

UPCOMING PROJECTS

Apartments at Walkeshwar, Prabhadevi, Andheri, Powai and Thane

Bungalows at Palava and Pune

All information on projects and status as on April 2011.

Project Partners

Construction: L&T

Larsen & Toubro Limited (L&T) is India's largest technology, engineering, construction and manufacturing company. Its Engineering & Construction (E&C) Division, with over 60 years of experience and expertise in the field, forms the biggest segment in L&T's business portfolio. The E&C Division ranks 34th among top global contractors and 60th among international contractors, as per a survey conducted by Engineering News Record magazine, USA (August 2008). Its clients include leading corporate houses like Samsung, Chevron, Bechtel, Kvaerner, Pirelli, Siam Michelin and Goodyear.

Architecture: Sanjay Puri Architects

Sanjay Puri Architects, established in 1992, currently handles the design of over 180 projects, with over 400 varied projects successfully completed. Evolving innovative design solutions that are contextual and sustainable, and creating spaces that are exhilarating to experience, while being functional, forms the essence of the firm's design philosophy. With 11 international awards and 45 national awards, Sanjay Puri Architects projects have been extensively featured in a host of national and international publications.

Landscape Design: Sitetectonix, Singapore

Established in 1995, Sitetectonix is a professional consulting firm based in Singapore, providing landscape design and planning. Their work has been acclaimed the world over, with numerous international awards to their credit. They have a significant portfolio which includes the Anglo-Chinese School, Singapore, Far East Square, Singapore, ITE First Regional Campus, Singapore, Kanuhura Beach Resort, Maldives and Hotel Sofitel Central, HuaHin.

Structural Design: JW Consultants

Founded by Prof. Y.S. Sane in Pune, JW Consultants LLP is one of the most respected names in structural consultancy. The company is known for combining consistently high standards with innovative thinking and technology, notably with its use of post tensioning technology for building structures, for the first time in India. JW Consultants is associated with many reputed construction companies around the world.

Structural Concept: Leslie E Robertson Associates, RLLP (LERA)

Celebrated for ground breaking structural design and complex high-rise projects, LERA enjoys the reputation of being first among equals when it comes to building high-rise buildings. LERA is responsible for the structural design and construction of some of the world's tallest and most complex high-rise projects, including three of the six tallest buildings of the world. The Shanghai World Financial Center, the World Trade Center, the Miho Museum and Bridge in Japan, the leaning towers of Puerta de Europa in Madrid and the Prada Soho, New York are a few of the celebrated structures created by LERA. The company is also responsible for the structural design of the Lodha Group's flagship project, World One.

Services Engineering: Integrated Technical Services (Consulting Engineers)

Integrated technical services, is a multi-disciplinary building services consultancy which offers value based consulting services for an exclusive and select clientele. Established in 2000, ITSCE achieved planned growth in rendering focused and dedicated services consultancy in specific commercial and institutional projects.

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