

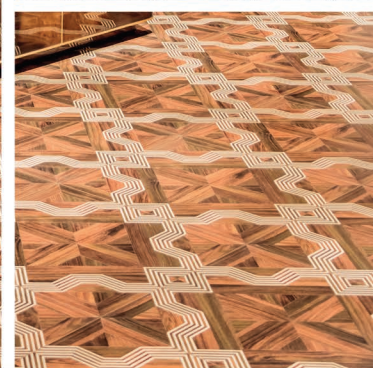
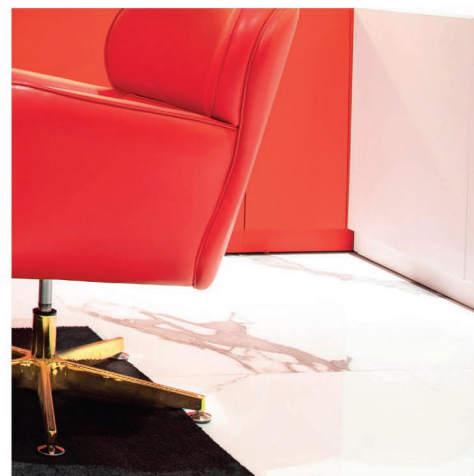
RIDING DESIGN WORLD

THE



A passionate bike rider, a travel enthusiast, hotelier, entrepreneur and a designer, Jimmy Mistry, dons many characters and can be best explained as a man with a lot of dreams and aspirations and a passion to make them happen.





AAKANKSHA BAJPAI

Jimmy Mistry is best explained as a Designer, Hotelier & Entrepreneur. He is the Chairman & Managing Director of Della Group. His passion for design and architecture is reflected in every business vertical and leads with over 1500 employees & two and a half-decade of legacy. Better known as an industry thought leader, Jimmy is often invited as a speaker at various design and business forums.

For the past two decades Jimmy Mistry has been at the forefront of the design industry. At the onset of his career, with contracting jobs and executing projects. But the turning point of his life came while working with an Italian design firm as an importer, which gave him abundance of experience and real understanding of designing.

Jimmy's versatility and talent has allowed him to take on various roles depending on the situation. Jimmy quotes "I didn't get into the business of design but the business got into me. The only thing I did is I just combined my mechanical engineering qualification to the passion of designing luxury furnishings and saw a concept taking shape in reality; this gave me a lot of satisfaction and happiness. The hunger for innovation and unsinkable passion for something new is fueling inside me constantly to keep me thinking." Being environmentally conscious he is only going to use specially selected materials which are environment friendly, like wood from sustainable forests, non-

toxic paints and polish products.

Della operates different business verticals: Luxury Resorts, Adventure Park, Luxury Second Home Villas, D.A.T.A. "Della Adventure Training Academy" India's First Counter Terrorism Training Academy for civilians & its latest baby Della by Jimmy Mistry.

Through the years he has received various prestigious awards and accolades.

Unveiling his next step and plan he says "My deep and passionate love for design cannot be possibly mentioned in words, so just wait, my potential is yet to come. I am etching to work on the luxury furnishings."

We had some heart to heart conversation with him about his work and travel, do take a look: How did a passionate biker become a luxury interiors product designer? What was the motivation behind it?

I personally think design is an inborn talent, it's either there in you or not, it's a part of your DNA. A designer can design anything given with passion to perfect the art of design. When I was in my bike riding days, I used to modify motorcycles, get into the engineering, performance and aesthetic side

of it. Similarly, as a product designer I look into all these characteristics with more concentration into the functional aspect.

What makes Della unique compared to other brands?

The team's understanding of performance functionality and to arrive at the outcome we follow a design process which makes us stand out. We do not simply buy or source products, but we actually get into the design philosophy, engineering, functional and commercial side of each product after that we use the best manufacturer in the county to help curate our product.

How do you differentiate the interior product designing for commercial spaces vs residential villas?

If you're following a design process it doesn't make a difference if the project is residential or commercial, following a design process always brings you to the right outcome. We've experienced the whole 360-degree gamut of design by designing studios, villas, IT, laboratories and many such projects that we've gained tremendous technical design experience which makes me so confidently say that it all narrows down to the design process. Also, our reach from New York, Milan, and Shanghai has led us into doing constant amount of research to keep the design process fresh and going.

Tell us a little bit about your hospitality ventures, what was the intent behind creating Della Resorts?

In the hospitality world, what we as Della have realized very early on and spent each of our resource very carefully, is on the themed hospitality which we believe is the current trend of the industry. Della Adventure and Della D.A.T.A. are both curated with an intent of offering something more than just a luxury stay and hence hospitality to us must be very theme based and extremely experiential. As people look for new and varied experiences, we believe that more and more hospitality offerings will move towards being theme based. Our aim is to open

up such innovative hospitality offerings across the country through franchises and are currently on the look-out for associations for the same.

How does it feel to be an inspiration to your daughter and her joining your business and the field of design?

It is a desire in me that I want to inspire the next generation, I love spending maximum time with the youth because at the end of the day it's their ideation with the new thoughts and ideas hence, I'd love my design team to be young my daughter being a part of the entire process.

Do you like traveling often? How do you manage to take out the time to travel?

Work is travel and travel is work for me, I'm traveling most of the days in a week, I do not travel for leisure. I'm in Mumbai only once in a week and every alternate week at China, I also travel to Europe often, Paris and Milan mostly. My lifeline project being in Lonavala, I'm there thrice a week.

What are the places that you traveled which might have inspired you and how? Any favorites?

Each of my visit inspires me, there's something new

to learn from each visit, be it the remotest village in India or be in London or Paris. Just understanding the different designers across the world and what they've created, being spoken about and following them gives you a lot of learning and understanding hence, learning is a constant process because without that you're like a frog in a web, that's what happens with most of our Indian designers but there are some who have not narrowed down their ideas from a myopic vision and stay updated with times.

What is your philosophy for life and career?

A basic philosophy that I follow which was adopted from JRD. Tata was "no success or achievement in material terms is worthwhile unless and until it serves the needs of the people, country and community and is achieved by fair and honest means".

Any advice to the upcoming architects and designers?

Slog your butt out, burn the midnight oil, leave your ego far behind and always look up to people who have achieved bigger things in life. Every time I attend a TED talk or a seminar, I almost feel like in 25 years of my work experience I have achieved nothing and I'm always looking for a new opportunity to learn and gain more. ✨

