

## ▶ jade WHAT'S NEW



### TROY COSTA, MUMBAI

**W**ith a high end fashionable atmosphere, The Troy Costa Store located in a quaint villa with high ceilings promises to catch the fancy of fashion connoisseurs with its international look and feel.

Troy has creatively conceptualized the villa which has a pathway leading you to the store a modern feel with a burst of colours like white with dull gold, purple, black and chrome with back painted glasses complimenting the entire look, giving the entire store an iconic appeal just like his designs.

The store launches with his new collection 'Being in Black' which is inspired by the Great Depression of 1929. Troy who was inspired by the concepts left in the dark for too long designed his Tuxedos representing the ultimate crescendo in men's luxury wear and the Jackets, which once again reinstates it as the undisputed protagonist of the male wardrobe.

### LE SUTRA, MUMBAI

**A**way from urban chaos yet in the heart of Mumbai city is Le Sutra – the Indian Art Hotel which combines aesthetics, hospitality and mind space. It is the winner of India's Most Unique Hotel Award. The artists and designers of the co-creative lab Dr.Art+Design, have translated stories in a hotel context through art. The 14 rooms are virtual art installations, which depending on the Guna level, are each based on a character (Ravana, Ashoka, Buddha) or characteristic (Sensuality, Love, Purification) from Indian culture. Le Sutra is the place for the curious traveller or busy executive allowing a mental dissociate from the mundane to a calmer creative realm where art interacts unobtrusively.

Here you can traverse the various Chakras as you travel in the 'Lift,' representative of the Kundalini, the dormant cosmic energy within us and the rising of consciousness.



### W, MUMBAI

**W** recently launched its flagship store at Bandra Linking Road. Located in one of the busiest shopping hubs of Mumbai, this two-storeyed store spread over 1,600 sq ft offers the fashion denizens in the western suburbs a stylish women's brand. The store delivers a captivating experience for customers with its modern ambience and aesthetic display of products.

**Shop No. 3, Mohan Mahal, Durga Cooperative Society, Opposite Khar Telephone Exchange, Linking Road, Mumbai**