

# Luxury living

Four Seasons Mumbai expects to open its residences by 2020



Jatia & Sharp:  
building  
homes

Last fortnight, Isadore Sharp, founder & chairman, The Ontario, Four Seasons group, headquartered in Canada, was in India to oversee and review his first venture coming up in Mumbai. Centrally located at Worli, in India, this property already has an operating five-star hotel & residence coming up there. “Spread across an six acre of land, Provenance Land’s flagship project; Four Seasons Private Residences (FSPR) Mumbai is a proposed 64-storey tower with an upper limit of 40 private residences – which number may reduce, depending on purchasers taking duplexes and triplexes. FSPR has the Mahalaxmi Race Course and Willingdon Golf Course, two of the city’s few ‘green lungs’, at its fringes and the Arabian Sea at its western edge,” explains Adarsh Jatia, MD & owner, Four Seasons Hotel, Mumbai, under whose leadership FSPR presumes to become Mumbai’s first branded, serviced and managed residences.

Internationally, as a brand The Four Seasons manages over 100 hotels and resorts that collectively generate over \$4 billion in annual revenue in 41 countries, with an employee strength of over 10,000 and counting. Sharp has a 5 per cent stake in the Four Seasons, being the chairman & founder of the company.

“The year 2007 saw a milestone decision being made that protects the integrity of the brand well into the

future,” says Sharp, who, along with a group of like-minded investors, took the company private, with tech titan Bill Gates and Prince Al-Waleed bin Talal of Saudi Arabia acquiring 95 per cent ownership of the company. “Four Seasons today is a brand that people equate with exceptional experiences and the life-long memories that come with them,” says Sharp. “The business decisions made over the past five decades ensure that Four Seasons will continue to hold this esteemed position for decades to come.”

## Trusting his instincts

As a son of Polish Jewish immigrants, Sharp started his working life for his father’s construction business after getting a degree in architecture. He knew little about the hospitality industry when he started building hotels in 1961. But he had an instinct for what customers wanted and the willingness to go to great lengths to get it for them. To achieve the quietest rooms, for example, he made sure no plumbing touched concrete. To encourage personalised service, he gave everyone from parking attendants on up the authority to act instantly when a guest makes a request. “That commitment to service has become the hallmark of the iconic Four Seasons chain.”

However, the company’s expansion in the mid-1980s to the hotel/

residential model, “which now accounts for about 80 per cent of Four Seasons’ properties in the pipeline, was a natural fit,” says Sharp, who has got this model to India.

“It may seem obvious that in the hotel business service is a primary objective, but it is how that service is delivered that sets Four Seasons apart. One way to characterise Four Seasons service would be to call it an exchange of mutual respect performed with an attitude of kindness,” adds Sharp, who is also involved with philanthropic efforts. He helped to start and is director, National Terry Fox Run, which has raised \$750 million for cancer research since it began in 1981. Also, he and his wife have been contributing to many other organisations, including Ontario College of Art & Design, Mount Sinai Hospital and the Hebrew University of Jerusalem.

“At a minimum, homes will occupy an entire floor,” says Jatia, talking about the Mumbai residency development. “The residences are being modelled to offer maximum space on the inside and minimum intrusion from the outside. With large 3-4 bedrooms, these residences (starting at 3,200-3,400 sq ft and going upwards in terms of duplex and triplexes to over 10,000 sq ft) will open doors in 2020. Highly trained Four Seasons residential teams will deliver the level of service associated with the hotels – both residential and a la carte, with intuitive Four Seasons care.”

“The property, distinguished from India’s ‘luxury norm’ by a modest number of residences and surprisingly expansive floor areas, is being crafted by a hand-picked team of leading international design consultants and artists,” informs Jatia, who will be selling the apartments outright to buyers. He has roped in the San Francisco team of architecture firm Gensler (the team responsible for the design of Shanghai Tower) to provide the master planning. The interior design firm Yabu Pushelberg (Toronto and New York) is crafting the modern interiors and private amenity spaces, while the Seattle-based Magnusson Klemencic Associates will provide the structural innovations.

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