

LUXURY, BESPOKE!

Moving into standard luxury homes created on similar design formats, is passé. The nouveau riche and elite buyers of Gurgaon, are now opting for bespoke luxury homes, where every corner of the house, showcases their own personal touch

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When you move into your own home, every wall and corner of the house should speak of you and manifest your choices and lifestyle. The luxury housing segment in Gurgaon is on a roll these days, with more and more people opting for a more luxurious and elite lifestyle. Adding an extra dash of panache to the luxe quotient of Gurgaon, is the concept of 'bespoke luxury homes'. Though such homes were always there, the trend of uber-luxury bespoke homes, has recently gained great momentum amongst the crème de la crème of the city.



Bespoke - your home, your touch

Unique, exotic, rare and exclusive—the term luxury holds a multitude of meanings. Today, bespoke (literally meaning), 'to speak for itself' is the epitome of luxury. This trend has basically originated from the western countries and is becoming the first

choice of homebuyers in the luxury segment. According to Shiv Bakshi, director, Central Park, "People in India are opting for their own customised luxury homes as there is awareness and exposure, regarding international living standards. They want to replicate the same in their own home. This

concept is fast gaining acceptance only in the luxury housing space, where the space available for customisation is larger."

Sharing his views on where this trend originated from and its increasing popularity, Satinder Bhasin, MD, The Bhasin Group, says, "The trend originated abroad, where uber-luxury customised homes were a prerogative of the elite. The concept was to not only provide super luxe homes but also offer the opportunity to adapt them, according to their tastes and preferences, be it the fittings or the flooring or luxury additions like jacuzzis, private pools or an extra party roof. The demand for luxury homes has increased, as after a hard day's work, a CEO or a well-placed executive wants to come back to a

space which offers him/her not only comfort and opulence but top-notch security and privacy as well."

According to Mohit Arora, managing director, Supertech Limited, bespoke luxury homes are the high-end customised residences which have highly-evolved amenities endorsed by celebrities, designers, etc. "Bespoke is the epitome of luxury; this category offers high appeal value, especially for customers who aspire to live in lavish customised homes that match international bespoke standards," he avers.

Though the concept of bespoke luxury homes is new in the Indian real estate market, it is generating a considerable amount of interest among buyers.

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