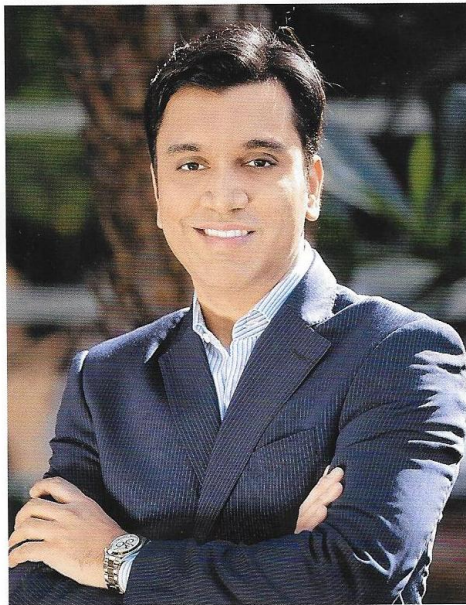




## THE ROBB READER



### Adarsh Jatia

THE HOTELIER AND DESIGN AFICIONADO REVEALS HIS ADVENTUROUS SIDE.

**E**VERYBODY MAY KNOW *Adarsh Jatia* as the young scion of the *Jatia* family, who has been at the helm of two much-talked-about hotel projects, namely *Four Seasons Hotel Mumbai* and *Hyatt Regency Pune*. He is known for his keen eye for design and aesthetic, but few know of *Jatia* as a travel and adventure enthusiast, who is a qualified scuba diver and is also passionate about sky diving. Currently in the process of ensuring the ambitious *Four Seasons Private Residences Mumbai* is as big a success as the hotel is, *Jatia* talks to *Robb Report India* about indulgences and legacy. —JAMAL SHAIKH

#### Tell us what luxury means to you?

To me, true luxury is understated, experiential and rare. Often, less is more. Today's discerning consumer is looking for bespoke and personally curated limited-edition products and experiences.

#### Is there any one luxury you just can't do without when travelling?

For me, the hotel is as important as the destination itself.

#### Is there any travel destination you'd go back to in an instant?

London. I have the fondest memories from the years I lived there.

#### Tell us about your most luxurious vacation till date?

A few years ago, my wife Shilpi and I travelled across Australia and New Zealand. We booked the plushiest of suites at the gorgeous hotels we stayed in. From the tranquility and calm at the One&Only Hayman Island to the breathtaking views at the family home-style Peppers on the Point at Lake Rotorua, each of them has added to our bank of memories in their own unique way. We ate at the most exquisite restaurants and drove around soaking in the beauty of the scenic countryside in my all-time favourite BMW convertible.

#### Which luxury brands do you count among your favourites?

Among hotels, it's the Four Seasons, and as far as fashion brands go, I enjoy wearing Ermenegildo Zegna and Richard James. BMW and Porsche are my favourite cars; I use Apple gadgets, and when I am travelling, I prefer flying Emirates or Singapore Airlines.

#### If you had to buy yourself something that would make you feel good instantly, what would it be?

I am a design enthusiast. I love finding unusual design objects. I make it a point to visit the arts and cultural districts of any city.

#### What, according to you, is a colossal waste of money?

Buying anything just to keep up with the Joneses is a colossal waste of money.

#### If you were to gift your son or your father something, what would it be, and why?

Fond memories are what I would gift to both of them.

#### What's the inheritance you'd like to leave behind for your children?

Besides a fire in the belly, I would like them to inherit a stellar family reputation, a nice family home, an art collection, and a well-oiled family charity foundation that is close to our hearts.

#### Give us your take on the good life, and how to live it right.

Be true to yourself. Live, love and work passionately. ☐