

Della Design District is Shaping India's Future of Creativity and Lifestyle

Della Townships has launched Design Districts—immersive hubs blending design, culture, dining, wellness, and retail within luxury townships.



Della Townships, known for pioneering luxury theme-based integrated townships, today unveiled Della Design Districts a first-of-its-kind concept aimed at redefining how India lives, works, and dreams. Envisioned as the cultural and creative epicentre within each Della township, the Design District brings together global design, architecture, lifestyle, fashion, art, and gastronomy under one thoughtfully curated ecosystem

Inspired by iconic design districts across Milan, Dubai, London, and New York, Della Design Districts address a long-standing gap in India's design and lifestyle ecosystem the absence of a single, immersive destination where creativity, commerce, and culture converge seamlessly.

"For years, I travelled the world visiting design districts and creative capitals, and one question stayed with me why doesn't India have a place where the entire design universe comes together under one destination?" said Jimmy Mistry, Chairman and Founder of Della Townships. "Della Design Districts are my answer to that gap. These are not retail hubs; they are living, breathing environments with soul, where design, nature, mindfulness, culture, and commerce coexist."

Each Della Design District spans approximately 1 lakh to 1.5 lakh square feet of curated luxury design retail, complemented by celebrity-chef-driven restaurants, world-class gastronomy experiences, and globally recognised bars operated by Della Resorts. Designed as horizontal, open-air ecosystems, the districts feature landscaped boulevards, shaded courtyards, water features, and expansive public plazas. In select developments, Design Districts are seamlessly integrated within branded residential towers, ensuring constant activation and engagement.

What sets Della Design Districts apart is their master-planned integration with wellness and sustainability. Every luxury theme-based township is structured around expansive blue and green zones, with the Design District positioned at the thematic epicentre. Mindfulness zones quiet gardens, pause points, and contemplative spaces are woven into the design, creating a rare balance between creative energy and calm. Each district is also pet-friendly and senior-citizen friendly, reinforcing Della's focus on inclusive, multi-generational living.

From a brand ecosystem perspective, Della is in active discussions with leading Indian and global design-led brands. To date, over 14 brands have signed exclusive all-India franchise agreements, with plans to curate a portfolio of over 100 brands across the Design District network. Each Design District follows a clear thematic focus ranging from luxury interiors and architecture to lifestyle, fashion, weddings, and experiential events. Cities such as Nagpur and Aurangabad will feature multi-speciality Design Districts, expanding the scope beyond a single category.

Della is also redefining how brands expand in India. Through a low-capital or no-capital expansion model, real estate buyers invest in fitment and fit-outs, while Della manages marketing, footfalls, operations, and facility management via its hospitality and resort verticals—enabling faster, more sustainable brand growth

Currently, 11 Della luxury integrated townships have been pre-launched, with most in advanced stages of municipal approvals and environmental clearances. By Q1 2026, construction will commence on at least three townships, with others rolling out in phases. Design Districts form a core part of Phase One, with a 12-month execution timeline and completion targeted around Q1 2027.

In Ahmedabad, Della is developing Della International City, a 1,100-acre landmark project, where the Design District will operate at an international urban scale, setting a new benchmark for integrated lifestyle destinations in India.

TOP STORY

VIEW MORE >

NEWS LETTER

Subscribe for our news letter

Email ID

SUBSCRIBE

E - PAPER



CURRENT MONTH



LAST MONTH

Subscribe To Realty+ online



BUY REALTY+ ONLINE