



GENERATION NOW **PEARL MISTRY**

Get to know the scions of Indian design making a mark with their sharp acumen and astute trendspotting prowess

PHOTOGRAPHY BY **BAJIRAO PAWAR**
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She wanted to be an architect before she even knew how to spell the word – a choice influenced by her father, Jimmy Mistry's trade. As the company Della Group grew from a retailer of imported furniture to a giant enterprise comprising Della Adventure Park, Della Resorts and Della Villas, Pearl changed her mind about her career choice. Three years ago, she started involving herself with the image management aspect of the firm. Currently, the determined 21 year old is the General Manager, Marketing & Product Development of the company and is also in the process of getting her undergraduate degree in Business Management from HR College, Mumbai. Apart from her professional pursuits, she enjoys sculpting and even plans to get into designing – but only after she has a proper understanding of how to run the business. Pearl explains her journey so far.

I wanted to go abroad to study. But it would have taken away a couple of years and coming back to getting connected with my company and employees would have been difficult. So I decided to put that on hold.

My role at Della Group includes handling online sales, marketing and also PR. I've even designed the websites for all the verticals under our group.

The best part about my job is meeting new people from diverse backgrounds and learning from their experiences.

I feel pressured in the right way because when you start your career at a young age, you have an early realisation of how things function. And when your boss lives in the same house as you, work never ends.

Coming up in 2017 is Della by Jimmy Mistry, an interior solutions store that will retail furniture, lights, decor accessories and more, where I'll be responsible for product development, marketing and digital presence. ♦ **Nishita Fiji**

PEARL'S TOP FAVOURITE COMPANY PROJECTS



MY KALIZMA YACHT FOR VIJAY MALLYA, 2006
It was restored and redesigned by the company



DELLA TOWER, 2010
Reflects fine Persian architecture



PRESIDENTIAL SUITE, DELLA RESORTS
A 2,400 sq ft plush space dotted with luxe furniture