

FAQs for 'The Hab'



What is The Hab?

The Hab, a short form for haberdashery, is a one-stop-shop for all sewing needs. A haberdashery is a fairly well known concept internationally. The Hab, a first of its kind store in India is aimed at making sewing a trendy concept. Through The Hab we want to inspire people to create, innovate and experience the art of sewing.

What is available at The Hab?

The Hab offers a variety of sequins, stones, beads, threads, buttons, laces, borders, patches, brooches, rivets, zippers, embellishments, wool, do-it-yourself kits, sewing tools, sewing patterns and other miscellaneous items that allow individuals to add a personal touch to their garments, home décor items, crafts and accessories.

How is The Hab different to the other stores dedicated to arts and crafts in Mumbai?

The Hab is an experiential store that invites its customers to take a fresh, youthful and contemporary perspective to the art of sewing and accessory making. It not only offers a wide inventory of accessories, embellishments and sewing tools, but also offers a plethora of new experiences, encouraging learning through creative demos, sewing and design workshops and store exhibits.

Who is the general audience for The Hab? Kids, mothers, women or college kids?

The Hab is a place for all creative individuals whether kids, mothers, women, designers or young girls. Anyone with a creative streak who would like to explore and create something by themselves is welcome. The Hab is for all age groups.

We would encourage young school and college kids to explore this fascinating world of sewing through our workshops and demos. We realize there are few places in the city where mothers along with their kids can engage in something which is creative and fun and The Hab offers just that.

How are the workshops different from the demos at The Hab?

The demos are short on-the-spot creative sessions on how to make craft items and see how to use stitches, embellishments, embroidery and surface textures as elements of design.

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Our workshops are of longer durations, and give individuals more extensive lessons in the art of sewing. They teach and enable them to make their own clothing, home décor items or accessories using various methods and styles.

Can someone just walk in to The Hab? Do we need to sign up for a workshop or make an appointment?

Anyone can walk into The Hab, experience on-the-spot sewing demos, and view our extensive sewing and design related products for sale.

However, if anyone would like to do one of our many multi-duration workshops, they will need to sign up, as each type of workshop is limited to a small group of students for the best interactive and learning experience.

All workshops are continuous throughout the year, and provide an opportunity for anyone to join. Workshop content and schedules details are available at The Hab.

How much does it cost to sign up for a workshop? Is it inclusive of materials and accessories costs?

The workshop fee covers sewing teaching content and delivery by sewing experts. For workshops, participants are required to bring their own fabrics – suggestions will be provided by our sewing experts. Other related accessories can be bought at The Hab itself. All details of requirements for workshops are mentioned in our workshop booklet. The fee for workshops ranges from Rs 150- Rs 500.

What is the most popular activity at The Hab?

The craft demos at the shop floor are a big hit with customers. Customers are able to get ideas on how to create interesting craft elements as well as embellishing garments, home décor items and personal accessories.

Our Usha Janome Memory Craft embroidery machine is also very popular. This is a high technology, user friendly machine that can create numerous computerized embroidery designs at the press of a button.

What has been the response to The Hab so far?

The overall response to The Hab has been extremely positive. We have had many

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enthusiastic shoppers, kids, teenagers, mothers, women, artists and designers come to explore. Customers are fascinated with this unique store concept as this is the first ever one-stop-shop haberdashery in India. Many customers have come back again with friends and family.

Is sewing your own items a more feasible option as compared to buying off the rack?

Sewing your own item is a feasible option for those who want to be creative and different from the rest. It gives you a chance to create personalized garments, crafts, home décor products and accessories, allowing you to be your own designer.

Is The Hab equipped with safety guards for young children to explore the area freely?

Our store is safe for children to move around and explore their creativity. We also have managers and store assistance at all times to ensure a child has a holistic experience. However, children should be accompanied by their mothers and guardians.

Are the Usha sewing machines and equipment user friendly?

Our machines are very user friendly with the latest technology for ease of use. We also have a team of experts available at all times to help the customer understand and get used to working with the machines.

What was the idea behind Manish Arora's window installation for The Hab?

The Manish Arora installation is inspired by the vibrant colors of the playful festival of Holi and symbolizes energy. Bursts of color and vibrant motifs are inspired by the annual Jaipur Elephant Festival, accentuated using a mix of sequins, buttons, heart shapes and different colored pichkaris (water guns).

What was the inspiration for The Hab's design concept?

The Hab is designed to inspire urban audiences to rediscover the art of sewing in a contemporary context. The store along with displaying sewing related inventory, has various activity zones to engage visitors in getting a hands-on experience in sewing. The store is designed in a manner to provide a perfect modern setting for creative

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sewing. Located on the buzzing Linking Road in Bandra, Mumbai, this store has been conceptualized and designed by renowned architect Pinakin Patel and design firm Grandmother India.

What is the store size? What is the design functionality of the store?

The store is carefully designed keeping in mind a customer's journey into the world of sewing. The Store is approximately 3000 sq. ft., split into 2 floors.

At the ground floor entrance, the customers are handed over a store directory that contains information on all areas of the store for better self-navigation. The ground floor has a sewing accessories/tools inventory wall that is well categorized and color coordinated, along with centrally placed multiple live zones where people get an experience of hands-on sewing with Usha Janome sewing machines. Wall panels display a stitch library and several graphic panels to share fashion tips and trends

A spiral staircase leads you to the first floor which has a book lounge that features international publications related to sewing, knitting and crafts, alongside a workshop room where sewing classes and workshops are regularly hosted.

Elaborate on the lighting layout and colors used at The Hab.

More than 50% of the store wall has a glass facade that helps the store to be naturally lit during the day. This helps to bring out the true colors of the inventory using ambient light.

The inventory display uses LED light strips all across the shelves to highlight products in a consistent manner, along with focus and mood lights highlighting various areas of the store and visual merchandise.

The color palette of the store was carefully planned keeping two aspects in mind (1) the store ambience needed to be warm and welcoming and not stark and alienating to our audience of women, youngsters and kids (2) the store needed to be a perfect shell to house multi-colored and textured inventories to bring out the best in display.

What was the concept of the visual merchandising of The Hab?

The current visual merchandise concept is to inspire visitors to experience sewing in a more modern context. Themes will change depending on fashion trends but will

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always highlight the modern aspect of sewing.

Will other Hab stores have the same format, layout and concept? Or will they be individualized concept based?

Future stores will always have the same overarching concept to inspire customers and position sewing in a modern context for an urban lifestyle, but the store sizes and formats might differ according to store location and retail strategy.

Can you tell us more about the brand (USHA)?

Usha International Ltd, a Siddharth Shriram Group Company, is one of India's leading consumer durable marketing, sales and distribution companies. The diverse products marketed by the company under the brand name USHA include fans, sewing machines, home appliances, engines and pump sets, electrical motors and pumps, water coolers and dispensers, inverters, cook tops, hobs and hoods and auto components.

One notices a revamp in terms of brand (USHA) identity. Can you enlighten us further about this?

The new logo is an evolution but the core of the brand remains the same. The squares with rounded edges look more lively, dynamic and youthful. The logo font is modern, vibrant and friendly. The brand USHA is re-energized through creative experiential marketing, and a modern product range offering high technology products.

Why did you bring The Hab to Mumbai first?

Mumbai is a fast paced city where everyone is spoilt for choice with a variety of options. Yet many do not get what they really want and would not like to settle for what is available off the rack. The Hab will give them an opportunity to take a break from their busy schedules and create something unique for themselves. Mumbai with its cosmopolitan lifestyle gives us the best chance to introduce a new concept like The Hab and gauge its success before we take the concept to other cities.