

# *EYE OF The Needle!*

Successfully breathing new life into the lost art of sewing, The Hab by Usha is an experience centre in Mumbai that's bursting at the seams with activities and ideas...

Impressions Aditi Gaitonde  
Images Gireesh Sharma

Smarter, cooler and technologically advanced, the humble sewing machine is no longer... humble! The Hab by Usha, located on the busy streets of Bandra, Mumbai, is more than just your regular haberdashery. With the sole purpose of reviving the lost art of sewing, this experience centre is like no other.

Located conveniently on Linking Road, this 3,000 sq.ft

store is filled with natural light, foot tapping music and an ever-changing view of a busy street. Step in to discover the latest in sewing machines and expertise, and learn to use your imagination to create art with coloured threads, sparkly sequins and patterned fabrics. The Hab by Usha offers the following services...

## WORKSHOPS

The Hab currently has 19 fixed workshops and will continue to add to their ever-growing list of expertise. The workshops are slotted twice a day — from 11am - 2pm and 2.30pm - 5.30pm. Depending on the type of product you are taught to create, charges vary from ₹ 400 upwards.



We love their current **window display**  
created by eclectic designer par excellence  
**Manish Arora** in his signature style...  
Now that's what we call a  
**fashion statement!**

**LIFE IS BEAUTIFUL**



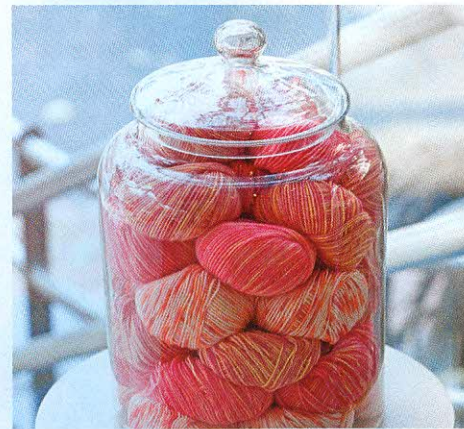


## STORE PROFILE



*The Hab, a first of its kind store in India, conceptualised and designed by architect Pinakin Patel and design firm Grandmother India.*

*Psst... Stuck somewhere in your sewing project? The Hab by Usha will happily offer free design counsel for anyone who needs it.*



At the workshops, you could learn how to sew, knit as well as add complex surface textures to your creations. Turns out it is also an interesting place to throw your li'l one's birthday party or even your fortnightly kitty party!

### POD ACTIVITIES

The ground floor of The Hab has four workstations called pods. Three of them are solely for demonstration while the fourth one is where you can participate in their monthly activities. Every month,



*"We take a maximum of **eight customers per workshop**, but even if we have two customers asking for the same workshop, we never turn them down..."*

says **Arwah Attarim**, Sr. Manager, The Hab by Usha.

The Hab lists a range of short courses that are quick, simple and utilitarian. "While drawing up our monthly activity list, we make it a point to pick products that are high on functionality," adds Arwah. Learn to make home decor items, personal accessories, craft items like greeting cards and other products at ₹ 200 onwards.

#### DEMONSTRATION

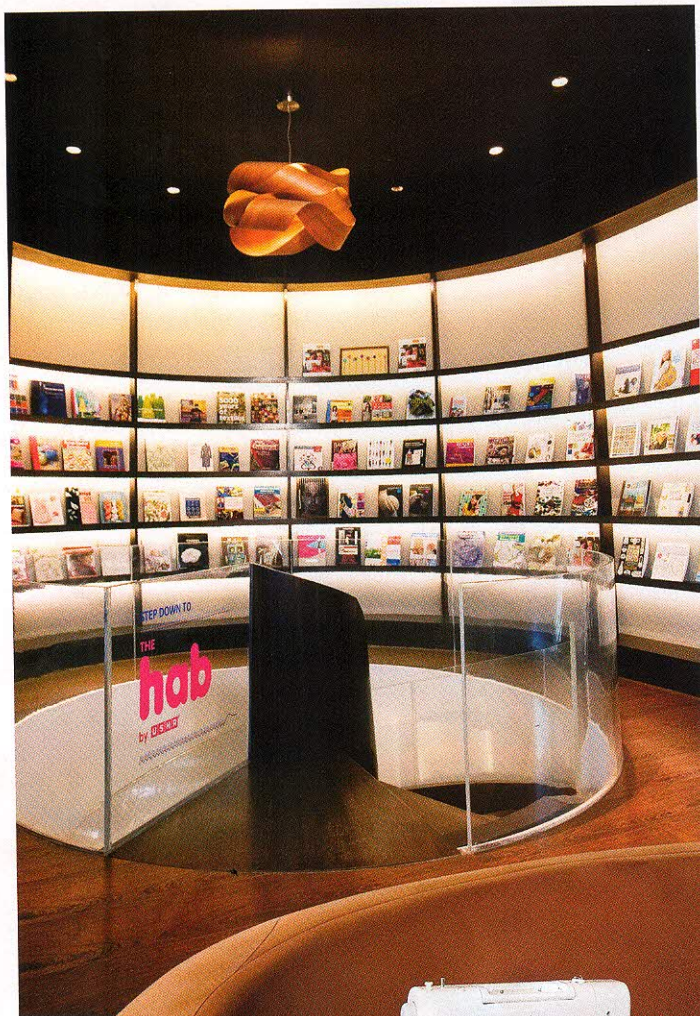
Three of the workstations or pods are there to help with demonstrations. With eight experts on hand, you can learn how to work a wide range of Usha sewing machines including the high tech Usha Janome Memory Craft embroidery machine which can create numerous computerised embroidery designs at the press of a button. You can also learn how to achieve complex steps like piping, darning, 1/4th seam, ruffling and others with just one step.

#### INVENTORY

A DIY lover's paradise, The Hab by Usha stocks a vast variety of craft materials. Choose from sequins in every conceivable colour, stones, beads, threads, buttons, laces, borders, patches, rivets, zippers, embellishments, wool, do-it-yourself kits, sewing tools, sewing patterns and other items that'll enrich your sewing experience. We loved the imported paper patterns that help create home decor items like cushions, curtains, lamps shades and other with ease. You can also place an order for any Usha machine at The Hab.

#### LIBRARY

Up a flight of stairs and you'll find yourself amidst a niche library that stores idea-filled reference materials on stitching, knitting, embroidery and other skills. You can sit and browse through material for hours, take notes and even buy books that 'speak' to you.



The Hab by Usha, Opp Sahib Khatwara Darbar, Road no. 7, Linking Road, Khar (W), Mumbai. Call: 022 6127 4444