

THE HAB



According to designer Manish Arora, The Hab window installation for USHA signifies how beautiful life is.

Floated by the sewing machine giant Usha International, 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. The Hab is the short form for haberdashery, a fairly well known concept internationally. Through The Hab, the company wants to inspire people to create, innovate and experience the art of sewing and the store 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 decor items, crafts and accessories.

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 conceptualized and designed in a manner to provide a perfect modern setting for creative sewing by Pinalin Patel and design firm Grandmother India.

Ace designer Manish Arora has created a window installation for the store which has become a talking point. The Manish Arora installation is inspired by the vibrant colours of the playful festival of Holi and symbolizes energy. Bursts of colour and vibrant motifs are inspired by the annual Jaipur Elephant Festival, accentuated using a mix of sequins, buttons, heart shapes and different coloured *patchwork*. There are nature inspired design elements from Manish Arora's previous collections juxtaposed on a curtain to create a fantasy world. Continuity of life is depicted through a set of footprints running throughout the curtain and onto the ceiling. Indian goddesses shown on the curtain depict the beauty in our culture and religion, and the festivity connected with it. There are motifs on the ceiling that are inspired by our Indian environment. The entire display is an amalgamation of the infinite and beautiful world of embroideries that can be created using Usha sewing machines, also depicted through an embroidery laden sewing machine structure central to the installation. All in all, a colourful world by Manish Arora! 

