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Usha International launches The Hab

Usha International recently launched The Hab, a concept store that promotes sewing and a DIY culture among beginners interested in sewing.

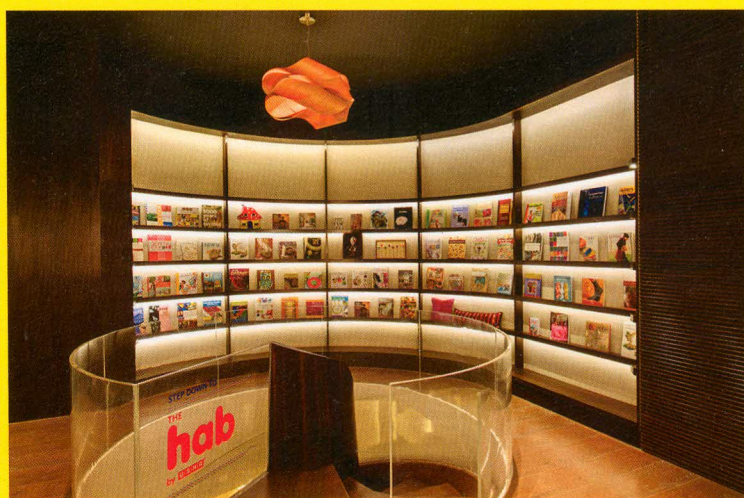
Styled as an experiential haberdashery store, The Hab is designed as a one-stop shop for all sewing needs. The experiential store encourages its customers to relook at the art of sewing and accessory making. It offers a variety of new experiences, encourages learning and creativity through workshops, demos and store exhibits, for all age groups.

The store showcases Usha Janomes's automatic sewing and embroidery machines with a team

of sewing experts to guide walk-in customers through the process.

Krishna Shriram, executive chairman, Usha International said, "The Haberdashery is a lovely place. I hope people come to experience it".

The Hab has a signature window installation at the entrance, designed by Indian designer Manish Arora. Located on Mumbai's Linking Road, the store has been conceptualised and designed by the architect Pinakin Patel and design firm Grandmother India. There are plans to launch Hab Stores in other cities in the next few years.



The interior of The Hab store in Mumbai.