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The long & vibrant aisle at the rear of the store, made for a colourful backdrop

contains information on all areas of the store for better self-navigation. The ground floor has an inventory wall that is well-categorised and sharply colour co-ordinated. It has a live zone where people get a tactile experience of the inventory along with hands-on usage of vintage Janome sewing machines available at the store. An innovative stitch library information and inspirational graphic panels to share tips and trends are available at key spots. The first floor has a book lounge that features international publication related to sewing, knitting and crafts, alongside a workshop room where sewing classes and workshops will be regularly hosted.

The Hub also boasts of a signature window installation at the entrance, designed by the internationally-acclaimed Indian designer Manish Arora. 'The installation is inspired by the vibrant colours of the playful festival of Holi and symbolises energy. Its bands of colour and vibrant motifs are inspired by the annual Rajpur Elephant Festival, accentuated using a mix of sequins, buttons, heart shapes and different coloured patches (saree-guni)' says Manish.

With a focus on categories that are related to fashion, gifts, accessories, books, home decor and utility, The Hub is an ultimate destination for people with a creative streak, who prefer adding a personal touch to their outfits or accessories. Eventually, this experiential store invites its audience to take a fresh, youthful and contemporary perspective on the art of sewing and accessory making.

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## SEW SURPRISE

MUMBAI IS HOME TO A NEW KIND OF FUN: STEP INTO THE HUB AND ITS VIBRANT, WELL-DESIGNED INTERIOR AND UNLEASH YOUR INNER DESIGNER DIVA.



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umbai has always been the epitome of color and exciting ventures in the country. Imagine a store in the city's prime green neighborhood named after the country. The name around it is the Hub by Idea, a store that aims to make the entire space an art of sewing into a popular fashion concept. The two-level urban store located on the bustling Linking Road in Andheri West in this store has been thoughtfully redesigned by interior design firm Huber Nath and longer firm Creative Interiors India.

The Hub is a signature practical Indian-fashion store, a concept that is fairly common internationally and is being taken global for the first time. It brings together design, craft and fashion making for a trendy store and works as a one-stop shop for all your sewing needs, along with shopping sewing machinery. It has various activity zones to engage customers, getting hands-on experience in sewing. The store is the store not just focus on how to make your wardrobe with fabrics, embellishments and accessories. It also also conducts workshops that are aimed to give the individual a more extensive knowledge on the art of sewing. It features and enables them to design their own creations using fabric and accessories, adapting various methods and styles.

Interior Designer Associate's Harman, who international says, "We want to see the young school and college students exploring the fascinating world of sewing through our workshops and hence we realize that there is a substantial place for this city where fashion along with their love for

interior design and fashion. The store is designed to be a hub for all your sewing needs and a place to be a fashionista in the city.

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