

Making a home out of a house



Everyone knows that Besant Nagar is home to a dozen stores, some apparel, other home decor and a few others. Recently, the area has become one to newer, snazzier stores as well. But away in a little, quiet corner for nearly the last decade lies Creations, a home decor store that is inconspicuously tucked away on Urur Olcott Kuppam road. Creations started as a hobby of Farida Firoz, wife of the store's owner Mr. Firoz, when Farida began experimenting with block printing bedsheets and table cloths and other furnishings.

"She started small and it was her hobby to block print sheets," says Arva, the couple's daughter who welcomed us into the store. An architect with masters in conservation of historic buildings, Arva began helping out her parents at the store, supervising and attempting to introduce new things in the store. "When we moved into the new place, she got more supplies and began doing more and soon mom and dad decided that they wanted to take it to the next level and do things on a much bigger scale. That is how Creations came about," she tells us.

Arva's parents now travel all over India to different cities and collect the various things that Creations stocks. "We try to give our customers a different shopping experience. In a lot of stores, you walk in, you buy the material and then you have to hunt all over town for a tailor to stitch that material. What we always wanted to implement was that the customer should not have to go through all that hassle. We wanted to stock products that you can just walk in, pick up and place in a window in your house," says Arva.



“ If you are looking for unique products with a personal touch to decorate your home, Creations is one place you must check out ”

The thought behind Creations, Arva tells us, was to mainly cater to people who tend to move around a lot in and out of the city due to their jobs. Couples who've just gotten married, expats, corporate, those renting apartments can just walk in, buy what they want and immediately fit it inside their house. "If there're any alterations they require,

we have an in house tailor so it becomes easier for them," she says.

The store, previously an apartment, is a sight for sore eyes. Homely and warm, the first thing that caught our eye was the painted, wooden storage boxes with colourful little drawers that you can use to store small things around a house, like needle and threads, earrings and the like. There are also letters made from ceramic that you can ask the store staff to assemble then and there for your own personalized name plate outside the door. On the right side are a variety of decor knick knacks like spectacle stands, door hooks, wall-shelves, etc. The store also has rugs, sheets, bathmats, table clothes, shower curtains, upholstery fabric and

cushions. There are door and window curtains as well with mixed patterns, plain on the top and printed on the bottom and vice versa. There is plenty of choice in the material as well, from synthetic and organdy to cotton. According to Arva, these are unique, something that would find only at their store and nowhere else in Chennai.

But as with any other store, there are challenges here too. "Talking to customers and convincing them that a particular product would look nice in their house is by far the most challenging things. They walk in with a vision in mind and to get them to imagine that something else also might look good is quite difficult," Arva reveals.

But that has not stopped Creations from flourishing, it has clearly stood the test of time. And for good reason, we think. Our recommendation? If you are looking for unique products with a personal touch, Creations is one place you must check out. ■