



MY ENTIRE FOCUS HAS BEEN TO TAKE STUDIO MALABAR AHEAD NOT ONLY AS A BRAND BUT ALSO TO MAKE SHOPPING AN EXPERIENCE TO CHERISH WHILE KEEPING OUR QUALITY AND UNIQUENESS INTACT!

take it ahead not only as a brand but also to make shopping an experience to cherish while keeping our quality and uniqueness intact," he shares.

The products that find their place on the shelves are primarily old vintage artifacts and furniture that is sourced and carefully restored and polished back to its old form. "Our apparel is individually styled and crafted with intricate details and our fabric is sourced, printed, and woven for us by our team of trusted weavers

and embroiderers who incorporate our designs and creations."

The company prides itself on listening to what their clients need. When they source their products, they already know which of their clients are going to be interested in them. "We share a very special bond with a lot of our clients and in this business, it is very important to know their tastes well! Clients who have been coming to Studio Malabar have been doing so for generations - we're an extended part of their

family," explains Amit. Being in a field that is largely competitive, he views completion of client requests and the challenges of reinventing and creating as learning experiences. "Keeping our work force of skilled labor motivated and creative is always our top priority to maintain a warm environment conducive to customer satisfaction."

What makes the studio different is that their core values are in place and they believe that they will never totally give in to

market trends. "Keep in mind your own USP - this will always garner loyalty and admiration from your existing client base and definitely will attract more. A lot of my friends ask me to introduce contemporary designs into our products so they 'appeal' to the younger crowd. And while that may help us sell better, our existing clientele may not be able to relate to the brand anymore. The key is to not dilute your product value. One has to look at the broader picture and not just at revenue generation," he emphasizes.

In his downtime, Amit shifts his focus to the football field and says that walks on Marine Drive motivate him to maintain a clear mind. Being an avid traveler, he likes to absorb local culture by visiting museums and local markets. As for the brand, "We are looking to open and expand Studio Malabar to different cities in the near future," he signs off.

