

# Bollywood sells!

Not just Shah Rukh Khan and Hrithik Roshan... even Madhubala is a hit at this unusual Mumbai store

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Love Bollywood? Do you want to see your face instead of Abhishek Bachchan's on the latest poster of Raavan? Or would you prefer a Mughal-e-Azam clutch or a Jodhaa-Akbar chair? Now you can get all this and more with just a phone call or an email. And if that's not enough, it's all for a good cause.

Welcome to the world of Indian Hippy. Launched in December 2009 and the brainchild of computer engineer Himesh Jethwani, 29, this venture is all about Bollywood, poster artists and of course, India.

"We named it Indian Hippy because we wanted people to know that all products available are locally made. The Hippy part is an effort to connect with the youth and have a colourful appeal," says Jethwani,

head and founder, India Hippy.

Jethwani employs artists who paint Bollywood posters on wallets, purses, chairs and clutches and other items. "These people were earlier poster artists. But as demand for their service declined, they started working as watchmen and security guards," he says.

## Preserving a heritage

It was then that Jethwani decided to start this venture and employ these artisans. He says, "My intention was simple, to ensure that the knowledge they hold isn't lost."

The artists are employed on a freelance basis to respect their creative sensibilities. Jethwani says, "We do not want to bind them. Some of these artists travel abroad often and have global exposure. Through us, they only help preserve a culture so intrinsic to Indian and Bollywood history."

There were several challenges though. First, the artists were used to painting on large canvases. Also, they used free hand. While they adjusted easily to items like chairs; painting on small, leather items like clutches and wallets proved difficult.

Also, at times, the final outcome was totally different from what was envisioned. "We went back and forth a number of times until we were successful," he says.

They also managed to zero in on a particular kind of leather available in Dharavi that could hold paint and was easier to draw on. It was only once the process was perfected that the products were launched.

The response was phenomenal. While the products moved slowly initially, interest in the venture grew exponentially. Some products



For more info, log on to [www.hippy.in](http://www.hippy.in)

## PRICE

The artists decide the costs. "They have a basic idea of what product deserves what and they are very fair. It is ultimately their art and we do not interfere," says Jethwani. Sometimes, after checking the response to a product, the price is modified.



## HOW IT WORKS

- From their online catalogue, choose a product like a chair, wallet, belt, clutch or a purse
- Choose a poster you want to have on the product
- This could be a Bollywood, Hollywood or a customised poster
- Call the company and tell them your product choice
- Either send the poster or a link to an online poster
- Pay and collect the product

## YOU CAN GET

- Products like chairs, wallets, belts, purses, wall units, clutches and portraits. The designs could be Bollywood, Hollywood or customised to suit your needs.
- Services like hand painting garage shutters, creating wedding cards and even designing a wedding mandap.

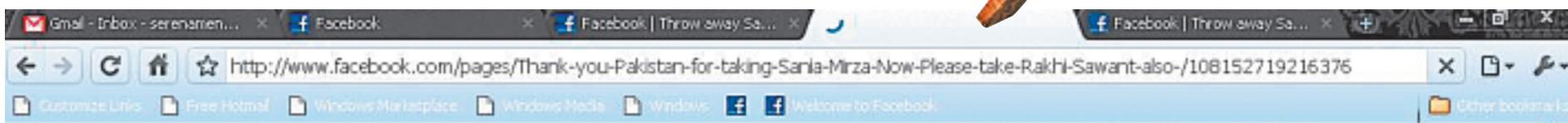
like a customised portrait of Shah Rukh Khan from Om Shanti Om and a Madhubala clutch from Mughal-e-Azam turned out to be extremely popular.

## New services

Recently, Jethwani has introduced services like hand painting canvas-sized Bollywood images on garage shutters. These images can also be painted on shutters of boutiques and housing societies and cost Rs 9,000 onwards.

Glow paints could also be used to provide a zing. Indian Hippy also offers hand-painted wedding cards (Rs 750 onwards) and shaadi mandaps (Rs 35,000 onwards). They could feature pictures of Bollywood and Hollywood stars or be customized to feature the bride and bridegroom in a filmy avatar.

Jethwani says, "We really hope that our work helps preserve this art which is an intrinsic part of Indian heritage and culture."



# Thank you Pakistan, says Facebook

Social networking sites make pot shots at current affairs

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Trust social networking sites to not miss a chance to have a say in any heated current topic. Fan pages and messages on two popular sites — Facebook and Twitter — are fast becoming an ideal place for Internet junkies to vent.

Facebook reportedly has over 90 fan pages on Sania Mirza and her much talked about wedding to Pakistani cricketer, Shoaib Mallik. The page called 'Thank you Pakistan for taking Sania Mirza, Now Please take Rakhi Sawant also' has earned itself

over 65,000 fans in a matter of two weeks.

It currently has over 75,000 people supporting the statement. And the popularity of the other group, 'Throw away Sashi Tharoor and Lalit Modi', only puts in perspective how much importance the public spat between the two political figures is

actually being given. As against the 65,000 fans for Sania's group, this page has only 30-odd members. The category of this group proudly falls under Common Interest — Politics, while the description is 'throw away these un required people.'

The topics of conversation on either site concern young

enthusiasts making fun of how both the issues were given reverence on national news.

"Take one we will gift you more... bahut hain yahaan pe (there are many here)," is a post by Amit Munjal. "Like it very much, thank you who created this group. Yes, Rakhi should also go now, may be to Peshawar, the land of Pathans," is a post by Amur Sanathu.

While a part of the page has also become a ground for debate between Internet junkies from both the neighbouring nations on various topics, the albums have been loaded with images of Rakhi Sawant and one of her alleged forced kiss with Mika Singh as well.

## TAKING SIDES

(Excerpts from the Facebook page on Shashi Tharoor and Lalit Modi)

■ **SAYS DEV DAS:** Why should we throw Mr Tharoor away. He has only tried to get an IPL team for Kerala. Let income tax or vigilance enquire about if any bribe or day light looting has happend. Every one knows the personal intrest of lalit modi to destroy the Kerala IPL team.

■ **SAYS D PACK:** It's a sad day for Indian politics. I hope he fights back ... Lalit Modi works only for himself, nothing less or more. Its great news that he is getting sacked. The man who gave birth to the IPL, killed it too.



## SANIA'S PAGE:

- In two weeks the page had 65,000 fans.
- Currently it has around 75,000 fans.
- 78,106 people currently 'like' this page.

## TWEETS

pulchitridino: Thanks to Sania Mirza, we will never know what caused the riots in Hyd. The media has forgotten it completely... @MirzaSania: Baby think twice. DONT Even Think. Just DUMP bad NEWS