



UPCYCLING LUXURY

Quba homes is using marquee straw sourced from local farmers in bulk, to create luxury furniture as well as lifestyle products.

Photo courtesy: Quba Homes

The furniture industry in India is booming, and thus, the dependency on local factories and industries has increased tenfold. Manufacturing furniture directly impacts the environment— including depletion of natural resources, pollution and generating waste. So, a prerequisite is taking the sustainable route to create furniture regarding material choices and fabrication techniques.

Adhering to this pertinent necessity, Quba Homes recently created a range of luxury furniture from an environmentally friendly material, the marquee straw. Sourced from local farmers in bulk, the wasted marquee straw is reused to create furniture as well as lifestyle products in the Quba factory. The straw is cut into thin pieces and dyed in various colours by skilled

craftsmen, who then anchor the coloured stripes on a wooden base, eliminating the need for machinery. As a result, carbon emissions caused by machines during a product's manufacturing process are completely eradicated. Created by hand entirely, the Marquee Straw Collection by Quba unveils luxury and aesthetics curated from waste and eco-friendly materials.

The marquee straw is not just a sustainable and environmentally friendly material but opens the doors for endless creative iterations. By dyeing it in numerous shades to create a myriad of patterns, these discarded heaps of straw have the potential to produce chic yet ecologically sound products. Expanding on these attributes, Quba Homes plans to ideate and curate more products—both in the luxury furniture and lifestyle accessories segments. □