



When was the last time you wrote a letter? Are you amongst those who abandoned the pen and paper for fast, easy and time saving emails? Well, technological change is inevitable, but can it be worth giving up meaningful habits of the past?

There's something about writing a letter. You choose your finest pen and paper and your mind kicks into high gear, trying to find just the right words to artfully express yourself.

No matter how hard you try typing, it isn't the same as composing a letter by hand. Though you try to bring together the perfect words that

will speak your heart out, but it is never personal.

Violet Russell (21), a literature student, says: "Writing a letter is intimate and caring, thoughtful and gratifying, fun and creative. Moods change from the urgency of quick strokes to slow, perfectly-created letters of a thoughtful passage." So can emailing have all this? "An email can't show emotion. Handwriting always tells the truth, even if it's a lie—an expert can read you from the page. Typed letters seem cold in comparison!" feels Violet.

"While writing a letter can be fulfilling, receiving a letter is even better," says Akansha Sengupta a management student. "You stroll to your mailbox, open it, and pull out bill after bill of advertisements until you see a creamy white envelope with your name carefully handwritten over it. You smile, check the return address, and smile even harder. You know that this person took time out of his/her day to sit down and compose something meant only for you."

An email isn't the same. You switch on your computer, open your inbox, and amidst the spam and the work mails, you notice a familiar name, a message from a friend. It makes you smile, but then you see the word 'fwd' preceding the title in the subject box. You are just an insignificant name in a long, list of recipients. Feeling like a number, not a person, you frown and press "delete."

Taking the time to write a letter is a wonderful, beautiful way to show someone you care. Receiving a letter is a meaningful experience. So, lift your finest pen, select your favorite stationery, and sit down to pen down those meaningful thoughts. So go ahead and give your thoughts a beautiful and meaningful expression!

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Toy Story

With its life-size comic masks and comic scenes adorning each wall, Avenger Toys has become the new craze in town

A Bandra boy at heart, Valmik Babbar has always been a fan of what he has now made a business. Someone once said, "If you find what you love doing, you'll never have to work in life."

Owner of the brand new and the only store in India, Avenger Toys, Valmik lived most of his life in the United States of America. He studied in NYU and after stocking his room with numerous action figures, decided to bring the trend to India.

"I had always been a fan and one fine day I spoke to the company and asked whether I could take Avenger Toys to India, and they said, Yes!" says Babbar. A franchise, the store is one of a kind, situated opposite Hawaiian Shack on 16th Road, Bandra (W).

"Bandra was always my choice, even though I now stay at Versova, Bandra has become a central point of some sort, even people from uptown find it bearable to travel to," laughs the owner of the 4-month old store.

With a shade of red all over the store, and comic scenes leading the eyes, from tee shirts and life like masks to the variety of comic and action figures, one glimpse at this store would fall short.

Though catering to a very niche market, comic books have a fan following of their own, nothing near the conventional. The store has Spawn action figures, The Simpsons, Monsters – Twisted Christmas, prices starting at Rs.1250 and so on, while popular masks of Darth

Vader, Joker (From the Dark Knight), Hellboy (from the popular comic made into movie released recently) and V for Vendetta start from Rs. 750 moving onwards.

"I heard they had merchandise from The Dark Knight and I'm a great fan of the movie, and nowhere in Mumbai will I get any original stuff, so yea, I will definitely make a trip soon," said an anonymous fan when asked about the shop.

While the response to the store has been good so far, Valmik believes it will do well and so do we. When asked how people have reacted to the novel store, he says, "People walk towards the store and stand at the entrance asking me what exactly is the 'concept' of this store, all I say is, walk right in and you'll figure it all out."

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Image Courtesy: Google

