

Sri Palam Silk Sarees



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"A haven for the connoisseur of authentic Kancheepuram silk sarees" is how I would introduce Sri Palam Silks, says a visibly content Ms. Jeyasree Ravi. "Being the daughter of Sri Nalli Kuppuswamy Chetty and wife of Mr. Ravi (from the Sri Kumaran Stores family), I was quite naturally intrigued by the silk scenario. Fuelled by an ardent desire to innovate commenced my maiden venture from a modest Pondy Bazaar outlet in 2003.

Today, Sri Palam Silks takes pride in offering a comprehensive range of specially designed, trendy sarees, having created inroads to the world of fashion by blending tradition and modernity to produce exquisite silk sarees.

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Palam recently made quite a splash in Chennai's silk circuit with its futuristic collection of Concept, Casual, Designer and Wedding Silk sarees on display at Silkline'10, a swanky fashion show attended by the who's who of Chennai's high society. Palam's unique range of Navarasa pattu, Angarika pattu and Trishala pattu spoke for itself - the rare motifs, appealing colours, unique patterns and stunning designs, all designed to perfection keeping in mind contemporary trends, totally in keeping with the store's motto "Look trendy in silks". The collections on display at the event form the contents of this catalogue, in case you missed the event itself.

Keeping with our commitment to customer care, we have also launched comfortable, simple and secure online shopping on our website www.palamsilk.com. Launched in mid-2009, the diverse collections featured on the website has received tremendous response from patrons across the globe.

Looking ahead, Sri Palam Silks will soon open its second outlet in Chennai to cater to its ever expanding network of clientele. With our recent appearances in Mumbai and Bangalore attracting a lot of attention, we are pleased to announce that stores are being planned for launch in those two cities along with Hyderabad in the coming years. Do visit us and take a look at our exciting new collections that add individuality to style, I can promise you will take to them instantly".

(Ms. Jeyasree Ravi)



















Concept

Golusu pattu

Another innovative release was the Golusu Pattu. Once again a pure Kancheepuram silk saree, this time it came with a pre-fitted anklet. Worn at any occasion, the striking saree made heads turn and also pleasantly surprised many.





Concept Suree



Readymade

Launched in September 2007, the readymade saree was addressed at young women who either didn't know how to drape a saree or weren't sure if they'd be able to carry it off. The Readymade saree was a pure Kancheepuram saree which came in a ready-to-wear version where the customer literally had to just step in, toss the pallu over the shoulder and get ready to stop any show! This saree found great acceptance amongst eager mothers who wished for their daughters studying and / or

