

Sri Palam Silk Sarees

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SILKLINE
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The grandeur of *silk*
Spun into contemporary concepts





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launched a new showroom on
TTK Road,
along with a number of
Diverse Concept Sarees

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The magic of silk never gets old. For centuries, Indian women have patronised the grandiose fabric, building a legacy that has created an identity for posterity.

Throughout history, fashion and aesthetics have adapted to the needs of contemporary trends.

Keeping this in mind, Ms. Jeyasree Ravi, daughter of Sri Nalli Kuppuswamy Chetti conceived the idea of Sri Palam Silks, which began as a young store in 2003. Since then, its growth has seen no bounds, and the store has released exclusive concepts to make silk trendy.

Starting off with pure handloom silks and pure zari, the store has gone on to introduce concepts to cater to the tastes of the modern woman. The Ahavaniya Pattu, Tattoo Silks, Antariksha Pattu and Corporate Pattu are among the many concepts launched last year. These sarees incorporate avant-garde motifs and designs into traditionally woven pattu.

What sets Palam Silks apart is their attention to detail – both in their products and in their customer care. Ms. Jeyasree ensures that each of her customer is attended to with utmost care and all their needs are met. Their T. Nagar store fosters an ever growing fan base, as more women opt for distinctive sarees.

Amidst success and appreciation, Palam Silks has now launched a new showroom on TTK Road, along with a number of diverse concept sarees. Expecting to do exceedingly well, the store now offers the Muhurtham Collection, in the Rs.1 lakh range. The highlight of this launch is the stylish new Sayana Collection, accessorising the silk sarees with handcrafted borders.

The Sayana Saree is fabricated in pure Zari Pattu and leads the eye to ponder over the borders, designed with motifs and hues that complement the body.





*Crafted in pure silk, this spectacular saree is a Concept Pattu. A rich zari pallu and a zari brocade body are exclusive to it. The sarees of the Sayana Collection have **varying contrasting shades of bright borders** and the blue Sayana is woven in pure zari and authentic meenakari work.*

SC 101





This saree gives going trendy in silk a whole new dimension. Skillfully made in pure handloom silks, the Sayana saree boasts of earthy colours and a rich Zari pallu. A self woven design on the body with Zari butta complements the unique border. A distinctive green with silk woven butta, the border is attached to the saree with pleated work.

SC 102





Creating a new concept comes with innovative combinations. This Sayana Saree makes a one of a kind impression with its multiple coloured silk woven designs. A rich Zari pallu adds to the subtle beauty of the fabric, and a fancy velvet border contrasts with the body.

SC 103





Muhurtham
Pattu

Woven in pure Zari, this Muhurtham Pattu radiates elegance. The body is woven with zari and silk checks with a uniquely blended motif. The lotus and the mango, two all time favourites combine to form one impressive design that complement the double sided border. The upper border has Zari woven lotus motifs, while the lower border has magnificent mango motifs in different bright shades. Rich floral motifs adorn the pallu.

MC 101





Muhurtham
Pattu

This Muhurtham Pattu conceived in pure Zari emanates grace, with a golden tussar body and a maroon shot pallu created with traditional mango motifs. The exclusive pattu is composed of a Mupagam design, where three different geometric patterns have been harmoniously woven into the body. The ornamental border has small vertical bands of design, woven in with zari to balance the body.

MC 102





Palam Silks' Second store was inaugurated with much fanfare on June 6 2011. Celluloid star Ms. Tapsee Pannu formally inaugurated the store wearing the exquisite Sayana saree. Padmashree Nalli Kuppusamy Chetti graced the occasion.

