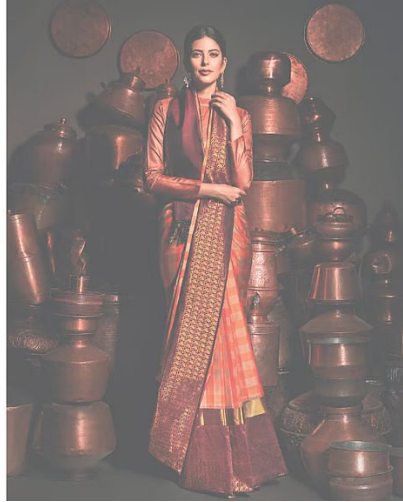


Revolutionising Kanjeevaram Saris for Younger Generations: Jeyasree Ravi's Palam Silks Makes Tradition Effortlessly Modern

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Revolutionising Kanjeevaram Saris for Younger Generations

By India Fashion Icon Editorial Team

Since its inception in 2003, **Palam Silks** has stood for one thing above all else—**reimagining the iconic Kanjeevaram sari for the modern woman** without compromising its heritage. At the helm of this transformation is **Jeyasree Ravi**, a visionary entrepreneur who has turned Chennai's traditional silk legacy into a contemporary, wearable art form. Her mission? To make the Kanjeevaram sari not just a wedding-day heirloom but an everyday statement of confidence and grace.

? The Challenge of Modernising a Timeless Weave

“When we launched Palam, youngsters saw the Kanjeevaram as something only their mothers or grandmothers wore—something for temple visits or muhurtham,” recalls Jeyasree. “They loved its grandeur but found it heavy, stiff, and hard to drape. We had to change that.”

With her team of master weavers, Jeyasree began **rethinking texture, yarn, and drape**, crafting a silk that was lighter, softer, and far more fluid. Palam also broke the mould with **new-age colour palettes**—pastels, monochromes, and even the once-taboo black and white—while experimenting with **design placement and borderless silhouettes**.

“We didn't want to just stick to the traditional border and butta format,” she says. “We've launched over 80 design concepts. *Angarika* placed motifs like a salwar yolk, while *Pravah* played with asymmetrical borders—perfect for shorter women who want a sari that flatters their height.”

? Innovation Meets Heritage

Among Palam's standout concepts are *Quatre*, featuring just four strategically placed buttas, and *Copper Glow* and *Silver Line*—collections woven entirely in copper and silver zari, launched long before metallic saris became a trend.

But even as she redefines design, Jeyasree never loses sight of tradition. “You cannot remove the traditional aspect from a Kanjeevaram,” she insists. “It's sacred—used to drape deities. Our goal isn't to change the core but to present it

differently, to make it feel relevant.”

That philosophy led to one of Palam's most revolutionary ideas—**Corporate Pattu**. Designed for the modern professional woman, these are **light, zari-less saris** with geometric motifs and minimal embellishments—made not for mandapams but for meeting rooms.

? From Zentangle Art to Carnatic Stages

Jeyasree's creative vocabulary is refreshingly diverse. “Our *Doodil* collection draws from Zentangle art. *Palam Hues* blends four or five colours in one sari—bold yet balanced. *Concert* celebrates Carnatic music with a woven Sabha stage on the pallu, while *Resonance* draws inspiration from musical instruments—from trumpet valves to tribal drums. We've even created *Marapachi*, inspired by the traditional wooden dolls of South India.”

Each design tells a story rooted in emotion, artistry, and cultural pride.

? Keeping the Emotion Alive

For Jeyasree, every sari is a memory waiting to be made. “Young people now realise that nothing earns them compliments like a sari,” she laughs. “If you're feeling low, wear a pattu sari and step out—you'll instantly feel beautiful. Every sari has a story—who gifted it, when you wore it, what it meant. That emotion? That's what keeps the Kanjeevaram alive.”

Two decades later, Palam Silks continues to push the boundaries of what the Kanjeevaram can be—**modern, mindful, and magnificently timeless**.

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