

Palam Silks, a pioneer in unusual Kanjeevarams has created yet another masterpiece. Headed by Ms Jeyasree Ravi, who has been helming the designer brand, walks the talk by making Kanjeevarams fashionable for the next generation. Palam Silks was started in 2003 and has made a mark in the Indian Fashion industry through several innovations in Silk Sarees. The brand gained nation-wide recognition when it became the official saree sponsor for the Bollywood Blockbuster “Chennai Express” and designed Kanjeevarams for the beautiful diva Deepika Padukone. Palam Silks has also designed Kanjeevarams for Vidya Balan for her Telugu debut NTR.

When the pandemic struck us without a warning, Palam Silks was one of the very first brands from South India to get into the video-call shopping bandwagon and promoted shopping-via-screens to saree patrons across the globe. We still managed to launch two collections - Folklore III and Dynasty, in the middle of the turbulent lockdown in 2020.

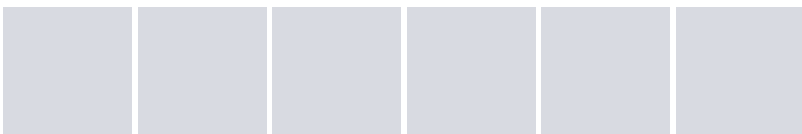
“As things started looking up, we wanted to take our time and create a collection that was never done before. This has always been our forté. When customers visit Palam, they never come with a pre-conceived notions or show us pictures from Pinterest as references. We are always posed with only one question for the last 20 years - So what is new at Palam now? Palam always referred to as a bridge - a literal translation of Palam in Tamil, our patrons believed our designs are the ideal combination of Tradition and Modernity. We did keep this in mind before creating Le Jardin.” says Jeyasree Ravi.

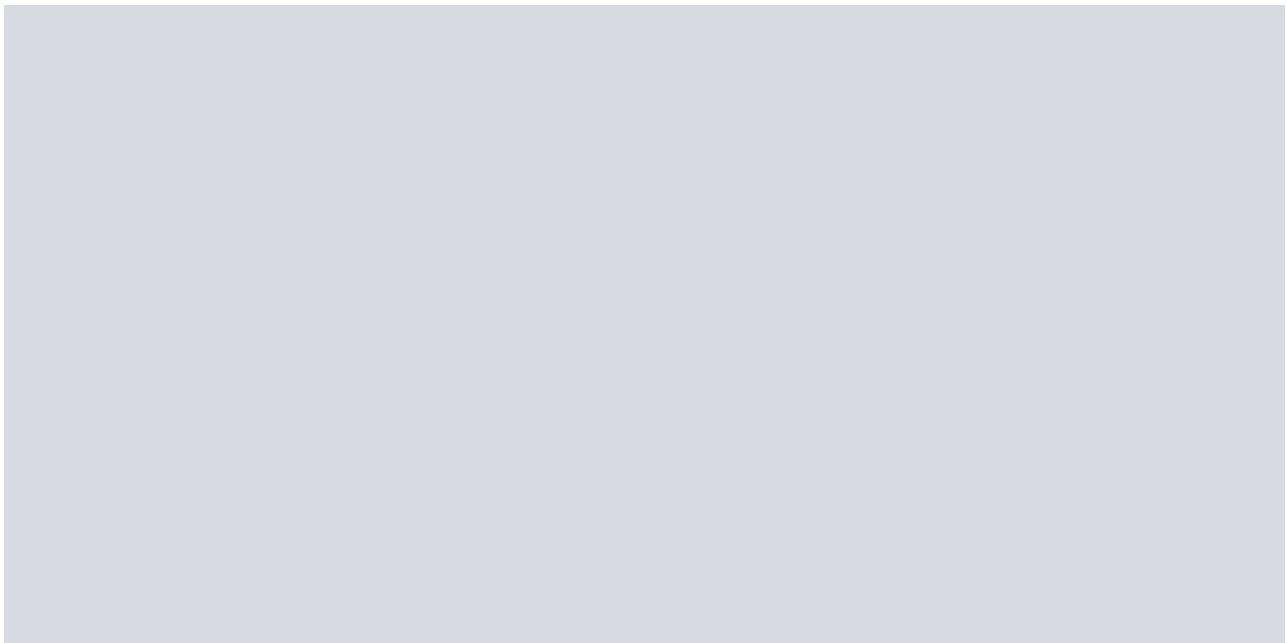
Le Jardin was created as sketches when we were knee-deep in the 2nd phase of the lockdown. We wanted the collection to emanate happiness and positivity amidst the global pandemic. The body of the kanchipuram carries a traditional contrast border with beautiful gold zari and pure jute bhuttas and the pleats showcase an ethereal garden with lively flora and fauna patterns as Ikhat weaves. The collection is available in bright colours like purple, teal and maroon in the price range of 20,000 to 25,000.

The collection is available in all Palam Silks outlets in Chennai - Tnagar, Mylapore and Anna nagar 2nd avenue. Recently Palam Silks moved from Luz Church Road to Oliver Road, 200 metres away from its previous location in Mylapore. The shopping ambience was revamped to turn the space into an Experience Store where saree patrons can get up, close and personal with the sarees.

A popular silk corp in Anna Nagar West, this is a highly-rated spot to purchase pure, quality silk-based fabrics and garments. It is a preferred haunt of fashion-lovers to find clothing for any occasion without upsetting the budget. With a vivid collection of clothing available the store encourages you to find a style that express yourself in your very own, unique way. No 336, 10, 2nd Avenue, L Block, Anna Nagar, G Block, Ranganathan Garden, Anna Nagar, Anna Nagar West, Chennai [Get Directions](#) ↗

Photos



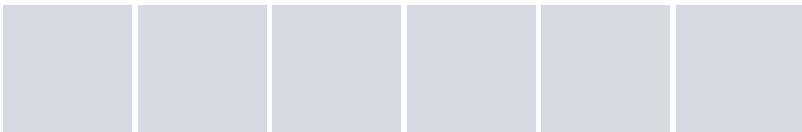


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