

**Q.** *How do you foresee the Indian saree evolving, in both wearability and style, to adapt to our changing lifestyle?*

– **Tarun Tahiliani, India 06/07/07**

Rated: ★★★★★ by 10 Council Members

**A. 1** *From: Indumukhi A., Council Member on Ammas.com*

In my opinion, the sari is already an incredibly versatile and stylish piece of clothing, as it can be worn in many different ways and can come in different fabrics, colors, and designs. Furthermore, Indian women have always been busy workers, even as homemakers, and the sari has fit our changing lifestyle throughout history.

The sari's modern dilemma isn't its lack of style or wearability—once you become accustomed to wearing a sari, it's really not much more difficult than slipping into another kind of dress— but rather the worldwide hegemony of Western dress and the national hegemony of the salwar kameez— lovely in itself, but how come the salwar kameez gets to go Bollywood and be considered "young" and trendsetting while saris are for the older generation to wear?

No, it's not just about comfort or style. I read an article in Marie Claire where a white American woman in New York City wore a sari for a day just to see what it would be like. Once she got used to walking in it, she loved it. She also loved the attention and compliments she received. Trust me, if every American woman started wearing a sari, in life and the office and in Hollywood, the rest of the world would follow.

Fashion designers have an important role in creating trends and showing us the path towards style and beauty, but at the same time, they alone can't fight the desires and insecurities of our society. If only all Indian— and women everywhere— had the courage to wear the sari proudly, then designers would be liberated to begin creating hip designs and experimenting— because they would have an audience.

Well, you can try it anyway. I would start with adding interesting accessories, draping the sari creatively, and adding touches of different kinds of fashion from

here and there. Young women today everywhere, it seems, are going for fusion styles– wearing long skirts, perhaps, and blouses, with scarves and jewelry– and if we can simultaneously be less dogmatic about the need to do a strictly traditional sari and ALSO heed the lessons of tradition, we will see wonderful new trends coming forth.

I'm no fashion designer, I have no creativity, but I love seeing what everybody is coming up with...

*Rated: ★★☆☆ by 14 Council Members*

**A. 2** *From: somayajulu sistla bhavani, Council Member on [Ammas.com](http://Ammas.com)*

Dear friend,

The following paras fully explain how India women have been wearing since ages. It is the best from all angles. So the love for the saree.

India has been known to have wonderful dresses and costumes. The most common and accepted attire is the saree.

For a single length of material, the Indian saree must be the most versatile garment in existence. A saree is a rectangular piece of cloth that is five to six yards in length and sometimes nine yards. Yet, this dress is worn by millions of Indian women and is, by far, the most elegant. It is not merely an outfit but an ornament, lending both grace and glamour to the wearer. Saree is for all purpose - party wear, daily wear, bridal wear and so on.

The age old saree has kept its popularity throughout the centuries because of its total simplicity and practical comfort combined with the sense of luxury and sense of sexuality a woman experiences.

Saree is an Indian woman's statement to the world. What is a typical Indian saree like??? The saree can be a shimmering silk, or fine cotton or an elegant chiffon material. It can have the most intricate embroidery with silk threads or even silver and gold threads. The colors can be vibrantly bright or subdued pastels. There are sarees to match every mood and every occasion to suit every budget. The saree has an ageless charm since it is not cut or tailored for a particular size. This garment can fit any size and if worn properly can accentuate or conceal. This supremely graceful attire can also be worn in several ways and its manner of wearing as well

as its color and texture are indicative of the status, age, occupation, region and religion of a woman.

The Indian saree has retained its beauty over centuries. This attire has retained its innocence through its original form but it has evolved in tremendous variety. A more feminine dress has never been seen anywhere. This attire can cover the body from head to toe, making a woman look modest and coy. But just shift the pallu, wear it with a stylish blouse and it could give any Western dress a complex.

saree is one piece of clothing which fits all.. fat or thin short or tall!!! The traditional 6 yard saree allows for generous pleating, and draping around the body and over the shoulders almost Grecian in style. The loose end of the fabric, which is thrown over the left shoulder, is known as Pallu. Pallu usually has extensive design or embroidery woven into it. saree is very flattering to all shapes and sizes and forgiving of the various flaws. It can ingeniously conceal the extra flab of fat, or it can accentuate the well-proportioned curve – It is just a matter of how you drape the saree. This garment is in style for over 5000 years for the simple reason of its simplicity and practical usage.

This demure garment is a very versatile garment too. The pallu has a very multi-purpose use to it. In case of slight chill in the air, put it around the shoulder like a shawl, if it gets very cold wrap it around the head like a scarf. The saree is so practical to wear that you can even run a marathon in it with out any problem.

The most popular sarees are:

1. Silk sarees [Link](#)
2. Bangalore silk sarees
3. Embroidered sarees [Link](#)
4. Chiffon sarees
5. Crepe sarees
6. Printed sarees [Link](#)

Different parts of India have different styles of draping the saree.

In the state of Maharashtra the traditional saree is nine yard long. This saree does not require a petticoat or slip, and is more like a pant with the saree accentuating

the derriere. Different parts of the country also prefer certain texture of saree . This preference is mainly due to the weather and availability of the fabric in that region.

The Southern style of wearing the saree is, however with pleats in the front and the pallu falling over the left shoulder. In the South, silk sarees reign supreme. Cotton sarees on the other hand are very popular in Bengal and Maharashtra. For weddings and special occasions silk sarees are the norm. Typically the wedding sarees have gold (gold is pounded very thin and made into threads) woven into them.

The Bengali women have a style of their own with the pallu falling over their shoulders to the front.

The Coorgi style is daringly worn without a choli and with the pleats in front.

It is the faithful comfortable Gujarati style of wearing the ultra-pallu that finally finds wide acceptance among women all over India. The style of draping a saree keeps changing with the pallu over the left shoulder for the conventional version or over the right one for the Gujarati look. Designers always try to project the saree in a new light. For formal wear it is still the first choice among the majority of women.

So the saree is the only wear that is ease in wearability and it is best to adopt any style and climate and life style.

with best wishes.

*Rated: ★★☆☆ by 18 Council Members*

**A. 3** *From: ashik salim, Registered Member on Ammas.com*

Hello sir, i would like to response to this query i have some ideas, the fashion, which is like a routing(recycling). before 25 years its high booming wearing one between women, then it has been changed , they liked to wear jean,T.shirt ,choli, churidar and etc... Now it is changing the sarees are making the new fashion with modern new girls also. i will also add some datas.

The word 'sari' evolved from the Prakrit 'sattika' as mentioned in earliest buddhist jain literature. [5]

The history of Indian clothing trace the sari back to the Indus valley civilization, which flourished in 2800-1800 BCE. [1] The earliest known depiction of the saree in the Indian subcontinent is the statue of an Indus valley priest wearing a drape. [1]

Ancient Tamil poetry, such as the Silappadhikaram and the Kadambari by Banabhatta, describes women in exquisite drapery or saree. [6] In ancient Indian tradition and the Natya Shastra (an ancient Indian treatise describing ancient dance and costumes), the navel of the Supreme Being is considered to be the source of life and creativity, hence the midriff is to be left bare by the saree. [7]

Some costume historians believe that the men's dhoti, which is the oldest Indian draped garment, is the forerunner of the sari. They say that until the 14th century, the dhoti was worn by both men and women. [8]

Sculptures from the Gandhara, Mathura and Gupta schools (1st-6th century CE) show goddesses and dancers wearing what appears to be a dhoti wrap, in the "fish-tail" version which covers the legs loosely and then flows into a long, decorative drape in front of the legs [1]. No bodices are shown. [9]

Other sources say that everyday costume consisted of a dhoti or lungi (sarong), combined with a breast band and a veil or wrap that could be used to cover the upper body or head. The two-piece Kerala mundum neryathum (mundu, a dhoti or sarong, neryath, a shawl, in Malayalam) is a survival of ancient Indian clothing styles, the one-piece sari is a modern innovation, created by combining the two pieces of the mundum neryathum. [10]

It is generally accepted that wrapped sari-like garments, shawls, and veils have been worn by Indian women for a long time, and that they have been worn in their current form for hundreds of years.

One point of particular controversy is the history of the choli, or sari blouse, and the petticoat. Some researchers state that these were unknown before the British arrived in India, and that they were introduced to satisfy Victorian ideas of modesty. Previously, women only wore one draped cloth and casually exposed the upper body and breasts. Other historians point to much textual and artistic evidence for various forms of breastband and upper-body shawl.

In South India, it is indeed documented that women from many communities wore only the sari and exposed the upper part of the body till the 20th century [8]. Poetic references from works like Shilappadhikaram indicate that during the sangam period in ancient South India, a single piece of clothing served as both lower garment and head covering, leaving the bosom and midriff completely uncovered. [6] In Kerala there are many references to women being bare-breasted,[8]. including many pictures by Raja Ravi Varma. Even today, women in some rural areas do not wear cholis.

In the privacy of homes, even city women sometimes find it convenient to drape the sari as a cover-all, without the choli.

thank you for given this oppertunity.

*Rated: ★★☆☆ by 19 Council Members*

**A. 4** *From: Anoop C S, Registered Member on [Ammas.com](http://Ammas.com)*

Indian saree is changing both in style and wearability. Every now and then new designs are out to match the changing lifestyle of Indian women. Styles vary from thread works to stone works.

Velvet stretch blouses add elegance to all sarees. Even well stitched sleeveless blouses lend more grace to saree wear. Team it with silver arm jewellery.

In this age of globalisation, when everything is available everywhere, you cannot merely trust the designers label to be sure. That can be easily sourced just as the fabric, pattern, colour schemes, embellishment and accessories can be generated anywhere anytime. But there is still one element that is identifiably Indian and as any overseas designer would readily acknowledge, which cannot be replicated elsewhere. It is the skill and finesse that goes into embroidery, which gives an Indian garment its distinctive look.

Many may scoff at the over-emphasis on embroidery when minimalism should be more of an in-thing. Yet, no designer can do without a dash of ostentation, even with well-constructed, tailored outfits, especially sarees.

In all this, zardozi happens to be the most popular and sought after embroidery form with all designers. Traditionally, it used to be executed in gold and silver wire (salma and sitara respectively) on rich textiles like silk and velvet. But today, plain silk thread (which produces a metallic sheen) is used and instead of having a pattern stamped with the help of wooden blocks, impressions are made with gum and chalk from paper stencils. The embroidery is done by hand, using needles of different sizes. Often readymade shapes of the material, with names such as nakshi, sadhi, kora and kangani are stitched on to form of zardozi patterns. This material is purchased by weight and is available in grouped sections or bunches known as lachhis, held together by a fine string.

Then there is chikankari. The most significant development in this form of embroi-

dery is that craftsmen have turned adaptable to the demands of the fashion industry. Earlier, on the pretext of holding on to time-honoured customs and traditions, they were reluctant to "compromise craft" to market forces.

Star designers discovered this when they went to Lucknow to get some chikankari embroidery done. Much to their amazement, they found craftsmen not only willing to experiment with newer fabrics like chiffon, but also innovate on their technique. The change in attitude and a sense of professionalism among the younger generation of chikankari workers have made them hot property in the Bombay fashion mart. Better still, chikan work has become a "highly evolved" embroidery form, lending itself to crinkled cottons, applique and clothes with tassels!

In her collection of temple sarees, an upcoming designer applied chikan embroidery on silk for the borders and on white odhnis and stoles.

Another designer making waves with chikankari has combined tiny beaded pears and shimmering sequins with chikan work in an exquisite collection chiffon sarees.

Phulkari and bidri are two other embroidery forms undergoing a revival of sorts. On bidri work, the most notable collection comes in the range of cocktail sarees. Significantly, they were all in black making the embroidery stand out.

Then there are certain embroidery forms involving mirrors, beads, stones, shells...

*Rated: ★★☆☆☆ by 18 Council Members*

**A. 5** *From: Vini ., Registered Member on [Ammas.com](http://Ammas.com)*

A very interesting question and I have pondered over it quite a while. I love to wear the saree quite a lot but currently as I live in the US I rarely get a chance to wear them and again in winters it is quite tough to manage with sarees.

Style, I feel that traditional colors and patterns would be in vogue. Especially the traditional mango designs, temple tower designs and such stuff. Also I believe sarees will be more exclusive. People will want one of a kind and not the bulk produced designs.

Wearability, the saree will continue to be the top preferred Indian attire just because of its roots and its simplicity and the grace it adds to the wearer. Over the past years the saree has ofcourse become more of a special occasion wear. And the trend will continue. Special occasions, parties and weddings is where the saree will be

showcased in its finest form.

Just my views on the topic

Rated: ★★☆☆ by 14 *Council Members*

**A. 6** From: **Rajmi Arun**, Council Member on *Ammas.com*

Saree is always a very wonderful attire which gives elegance, beauty and which brings in respect from others. Instead of asking any adult who a woman looks in saree the son or the daughter will definitely tell how their mom looks in saree and in other dresses.

That is the main reason though modern women wear all attires for all occasions they prefer to wear saree for poojas, functions or during weddings.

The main reason women find it hard to wear the saree on all occasions is the perfect fit they crave for. Certain materials of sarees dont give the fit they ask for. The pallu or the pleats if not set properly tend to give the wearer a clumsy look.

The latest fashion trend is Polycot and Silk Cotton sarees. If the designs are so intricate and rich women prefer wearing them than the regular silk sarees. Even in the silk sarees the mixture of various trends and designs and repicas of various paintings and art structures.

So to say the evolving trend of sarees in Indian style will be sarees mixed with cotton which will help in wearability. The current trend of Silk Cotton and Polycot sarees is liked by all age groups of women and girls. The way they set on their body gives them a elegant look. As the cost of silk sarees are as low as Rs.800, there are silk cotton and Polycot sarees costing more than Rs.2500 for their design and vibrant colours.

Thus if the fashion designers come up with more designs and more colours women would love to go for such sarees whatever be the cost.

Rated: ★★☆☆ by 19 *Council Members*

**A. 7** From: **sunil joshi**, Registered Member on *Ammas.com*

It is said "When in Rome, do as Romans". This idiam truely justifies its meaning as far as usage of sarees in India is concerned. No dress can beat this un-perallel

Indian traditional Sarees. We had seen a sea-change in the categories and design of clothes decades by decades but all these fashionable attire proved like a water bubble. It is only the Indian Saree which was used from thousands of years back during Ramayana Yuga, which is signified from the story of the Saree cheer haran of the Droopati and is still number one preference of mass of the indians women even today. However there appears to be a need to design it modern way and feasibility in wearing to adapt our changing life styles.

*Rated: ★★★★★ by 18 Council Members*

**A. 8** *From: Bindu P, Council Member on Ammas.com*

Hi,

Awesome I say!!!

Saree is the traditional as well as a modern outfit. Most of them do not know how to wear it properly in a given limited time. So, i guess the latest wearable sarees can be a solution to overcome this situaton. And the style is just wonderful. All the new embroidery works and zardosi n chemki work etc are breathtaking. Ppl are crazy about buying such sarees. In fact they are trying to get the old sarees into the new style by getting the current designs and style onto the old one which saves a little money too. This trend i have seen recently in southern parts of India. Well, the ready to wear sarees are the best to happen with good designs and styles for most of the age groups which are easy and time saving to wear them in a perfect style. The fish model with ready made blouses etc i guess brought a good change in the view and style of a saree. I rather would prefer such ready to wear sarees ,a long standing idea which is now in market. Light weight is the next thing ppl want. So, i guess work which does not add lots of weight to saree is preferrable in general. Altogether the trend of sarees in public is changing and are looking forward for such new styles.

*Rated: ★★★★★ by 19 Council Members*

**A. 9** *From: GAYATHRI B, Council Member on Ammas.com*

Dear Friend

Sarees are really good to wear if they are not vulgar in appearance. South indian ladies are still following the madisar culture. My opinion is that it should just be

converted into readymade stitched ones like the top with drapes should be separate and the pyjamas can be separate. SO EASY TO WEAR AND LESS TIME CONSUMPTION. To change to nowadays fashion i saw a college girl once wearing a blue jean and a small kurta and a dupata draped around. Every wear has its own advantages and disadvantages. You can be sexy even in a saree while not in a tshirt and a jean.

Best Regards

BG

*Rated: ★★★★★ by 16 Council Members*

**A. 10** *From: Geetha, Registered Member on Ammas.com*

The sari is currently out of fashion because of the "westernized" generation. The easiest way to bring it back in is to advertise sarees using Bollywood/ media celebrities(actresses etc) as models. In other words, if you make sarees look "cool" the young crowd will receive it more willingly. This does not mean making the model look sexy, it just means that even if you are coming up with the same old designs, the positive re-inforcement that it is still the "in thing" and does actually look good will help. The more appealing you make it seem to be seen in a traditional sari, the faster it will come back in vogue.

*Rated: ★★★★★ by 14 Council Members*

**A. 11** *From: Malleeswari GVN, Council Member on Ammas.com*

Along with the time, as everything changed the wearing style of saree, designing, preferences everything changed. I myself find a lot of differences in the kind of sarees I bought 5 years back and now. Now women are more concentrated about simplicity at the same time very high profiled and decent looking. For example sarees with rich embroidery. Light weight sarees are also in much demand . Erlier it was the time of silk sarees with much weight. Now most of them are preferring saree with light weight. This is what I had observed. One more thing, modern wear has an impact on saree usage but for any special occassion first preference is always to the saree it may be a farewell party in college or marriage.

*Rated: ★★★★★ by 18 Council Members*

**A. 12** From: **bhaskara ramam g**, Council Member on [Ammas.com](#)

fashins are changing very fast. now life is fast and girilas are adopting the modern trends and mothers want to see their girls in diffrent dress rather than in sarees. sare culture is ecoming outdated. even if a girl goes to a college with saree others laugh at her.

these mohers are forgetting onething. atleast saree covers whole body and women look dignified whereas modern dress exposes and men look at girls to measure the sizes. even one can trace the nipples too. sorry for my language as there is no way to express.

hope saree culture will be back. pakisthani and bangldeshi women are wearing sarees though this culture has come from them.

it is some one who should teach all mothers how ugly their childen are witht he modern dress and how dignified they would be with sarees.

Rated: ★★★★★ by 17 Council Members

**A. 13** From: **Rathi .**, Council Member on [Ammas.com](#)

Recently the life style of Indian women has changed...Few years back, there was even a fear that the saree wearing culture will diminish because of the churidhar and jean culture..But with the introduction of designer sarees, the sarees still become the desired ones among the women...It is always the young girls and middle aged women who wish to buy varieties of sarees...So it is a good idea that you conduct surveys to read the minds of them. This will help you to design more varieties.

Rated: ★★★★★ by 18 Council Members

**A. 14** From: **S S**, Council Member on [Ammas.com](#)

I don't believe saree is a comfortable dress. But one can be glamorous and modest in this magical clothe. Unlike all other apparels, saree is special even without any stitching which makes it wearable in all occasions.In the coming years, people may look for saree with most comfortable material, which suits for the climatic conditions and I personally prefer silk-cotton as a suitable material.

Rated: ★★★★★ by 18 Council Members

**A. 15** From: **Nipun** , Registered Member on *Ammas.com*

Dear Mr. Tahiliani,

Its my Priviledge to be of my opinion to you. Anything or everything which requires a existence in the Long run, needs evolution every end and then, The Sarees Designing have multiplied there presence both on the Cloth as well as the wearing style to still remain it as a fresh as a new inovation.

Rated: ★★☆☆☆ by 18 *Council Members*

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