

## Reviving the lost glory of handloom weaving

How do you breathe life into a style statement that dates back to 2nd Century BC?



**Chennai, Feb 7, 2019** ([Issuewire.com](http://Issuewire.com)) - ***Madisar*** - an epitome of our Brahmin culture and tradition. A saree style that is mostly relegated to *muhurtams* and the elders in the families. In our story today, we

present you a young entrepreneur striving to revive this iconic style by fusing designs and trendiness that appeals to the current generation.

**Reviving the lost glory of handloom weaving and bringing back the trend of 9-yard sarees is now the mission of his life. V. Krishnamoorthy, a Chartered Accountant by academics, has found his passion in the handloom industry - a symbol of Indian culture and heritage.**

How do you breathe life into a style statement that dates back to 2nd Century BC? Read our story about a young Chartered Accountant and Entrepreneur striving to revive an iconic symbol by fusing designs and trendiness that appeals to the current generation.

9-yard saree is famously called ***onbathu gajam pudavai*** or ***madisar***. Worn in a typical fashion by Brahmin women for all important events, rituals, and ceremonies, this tradition has been upheld for many centuries dating back to ancient India nearing 2nd Century BC. Though silk is the most preferred fabric for *madisar*, 9 Yardz could be the only place that exhibits so many varieties in silk and cotton.



## Media Contact

Wild Creek Web Studio Pvt Ltd

praveen@wildcreekstudio.com

Source : Tamil Brahmins.com

See on IssueWire : <https://www.issuewire.com/reviving-the-lost-glory-of-handloom-weaving-1624807369023688>