

Silken notes

EVENT Carnatic vocalist Sudha Raghunathan spoke about the relationship between *pattu* and *paattu* at a function in the city



SHIMMERING GLORY Sudha Raghunathan PHOTO: K.V. SRINIVASAN

'Adventurous' isn't typically a word one associates with Sudha Raghunathan. But for her latest ad for Pothys Silks, the Carnatic singer was filmed on the edge of a cliff, as she walked through jungles and crossed rivers — all in a *pattu* sari and carrying a tambura.

"We shot at a very dangerous spot, at the edge of the Athirapalli falls near Kochi, and even I feared going there, but she did it all in a calm and

composed manner. We were stunned," said S. Ramesh, managing director, Pothys, adding with a laugh, "In a way, this function is to honour her bravery!"

The function in question was 'Pattum Paatum', a press conference followed by an interactive session with the singer in her role as brand ambassador of Pothys' Parampara Pattu range of saris, at

GRT Grand. Three years ago, Sudha made news — and not entirely in the positive sense — when she shot her first series of ads for the line of traditional Kanchipuram saris which were aimed at the woman of substance.

"I faced a lot of criticism, with people asking 'why should a classical musician model?'" she said, speaking at the event, dressed in a rich pink-and-

gold *pattu* sari from this year's Parampara range. "But I never understood why it was wrong — after all, I wear *pattu* saris for every *kutcheri*, so I'm only presenting myself as I am. In fact, the criticism made me determined to do it again the following year!"

And she's not looked back since. This year's ads — featuring the new range of *anna pattu*, *varana pattu* and *paisley pattu* with

large, traditional motifs and intricate Uppada weaving — see Sudha doing what she does best — singing — but by gushing waterfalls, cliffs and lush forests rather than on her customary stage.

"They weren't sure if I would be able to do it, but they don't know this side of me," she laughed, revealing that she's gone mountain climbing, and even did snorkelling and scuba diving though she can't swim. "When I'm determined to do something, I get it done."

A few lucky fans in the audience got to know even more about the popular vocalist during the interactive session that followed, with Sudha answering questions on everything from her favourite raga to the saris and jewellery she wears during *kutcheris*. What better way to celebrate both *pattu* and *paattu*, especially with the music season just around the corner.

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