

The blossoming of LIFE STYLE

It was in early 2001 that a brand new idea was conceptualised. A one-page supplement, titled 'Living' had been gaining a steady following since its launch. Being the sole lifestyle supplement of The Daily Star, it carved a reader base all for itself despite its size.

Given its success, the powers that be decided it was time to capitalise on the situation. Bangladesh was growing and along with it its various industries, including food and beverage, fashion and of course living itself.

Thus, Star Lifestyle was born, a supplement of The Daily Star that envisioned becoming the one-stop solution to all lifestyle-related queries. The best way to describe the moments leading up to the first issue would be nervous trepidation with a dash of surrealism. In a matter of months, the face of lifestyle journalism was about to change forever.

Star Lifestyle would be at the forefront of this revolution, leading right from the vanguard. And as the Bangladeshi's taste in food, fashion and frugal living became more refined, Star Lifestyle was ever-ready to guide them in the right direction.

The magazine brought together some of the most talented minds in the world of fashion and living under one all-encompassing umbrella. The first issue saw the debut of columnists Sadia Moyeen, the beautician, along with Nasreen Sattar - two individuals who would go on to become the mainstays of the supplement.

A shopping guide was prepared for the first issue and this would prove to be very popular in the following years, leading to a special-themed issue featuring one of the most comprehensive area-wise shopping guides ever prepared.

The first issue also had a recipe column, satire and restaurant reviews rounding off the then 8-page supplement. Over the years, as the popularity of the magazine grew, so did the number of pages, finally reaching the coveted 20-pages per issue.

Star Lifestyle's intention was always to uphold the traditions

and cultures of Bangladesh, but as globalisation began at a pace never before encountered since the industrial revolution, Lifestyle's stature also began to verge on the metropolitan.

The demands of the readers began to become more polished and upscale became the way to go. Star Lifestyle, however, continued to put Bangladeshi products and images in the forefront of everything, celebrating our culture while being open to the integration of others. Back in 2001, Star Lifestyle was as progressive as could be.

Instead of only fixating on traditional takes, Star Lifestyle devoted itself to the self-examination of the Bangladeshi culture. This supplement was the first evidence that Bangladesh was a fashion destination and a growing power in influencing the fashion trends of the globe.

One example of how this was done was when Star Lifestyle arranged a roundtable on Jamdani and its Bangladeshi roots, being one of the first to challenge India's claim to the famous weave.

Star Lifestyle played a key role in establishing the face of the Bangladeshi fashion industry, helped in turn by a rising number of Bangladeshi fashion houses that were making a mark on the international scene.

However, instead of just discussing trends, Star Lifestyle decided to become a trendsetter and in that regard began arranging some of the most spectacular photoshoots of the time.

From wardrobe selection to setting up props, Star Lifestyle prided itself on ensuring the most attractive visuals present in any magazine in the country. The visuals, along with Star Lifestyle's apparent finger right on the pulse of the fashion world, led to an even more ambitious plan: targeting the wedding market. The wedding special started off as a comprehensive instalment of four issues with each dealing with a separate area of any wedding, such as food and clothing.

By 2011, Star Lifestyle's wedding specials became a must have for all brides to be.

