

The issues were so detailed and so informative that they sowed the seed for the Wedding Special issue, a special supplement which went on to become one of the most awaited wedding guides every year, a must-have for every bride and groom to ensure the best wedding possible.

To spice things up, another wedding supplement was created, tailored to meet the requirements of the mother of the bride. This supplement targeted a brand new market altogether and was yet another first of many.

With a trail blazed already, another path

given recipe would taste like but also how it would look.

The focus on food led to Star Lifestyle partnering up with Rupchanda, the number one producer of edible soybean oil in Bangladesh. The two together produced the first ever Rupchanda-Star Lifestyle Amateur Chef in 2013.

The success of the project led to it becoming even bigger next year in the form of Rupchanda-Star Lifestyle Super Chef and the following year it was rebranded as Rupchanda-The Daily Star Super Chef, capitalising on the popularity

an influx of fresh blood to go with the old guard to ensure that the best of all worlds could be displayed and presented in the most succinct and attractive of manners.

Over the years, the numbers of columnists has grown along with the popularity of the magazine. Indeed, Star Lifestyle could be said to be one of the most popular and most lucrative of supplements.

Star Lifestyle is now considered as the standard of lifestyle journalism but it took a collective effort over a number of years to reach this position.



was about to be lit. As the recipe columns of Star Lifestyle began gaining prominence, the time was right to strike the iron and start on another avenue; food photography. Tiring of the usual shots of food, Star Lifestyle would go down the road of revitalising food photography and taking it to brand new heights.

Special attention was now being given to what kind of food would be served and more importantly how the garnishing would be done. A lot of emphasis was given on the plating of the food and everything was done to ensure that readers would not be only attracted by what the

and visibility of the programme which had gone on to become the biggest culinary related reality show in all of Bangladesh.

Star Lifestyle's role in the food scene was immense. Back before restaurant reviews were available right on a person's finger tips, Star Lifestyle would go out of its way to review every hot restaurant in the city.

Much like their photoshoots, the food reviews dealt not only with the taste of the food but also the garnishing, the display, the service and of course the ambience of the restaurant.

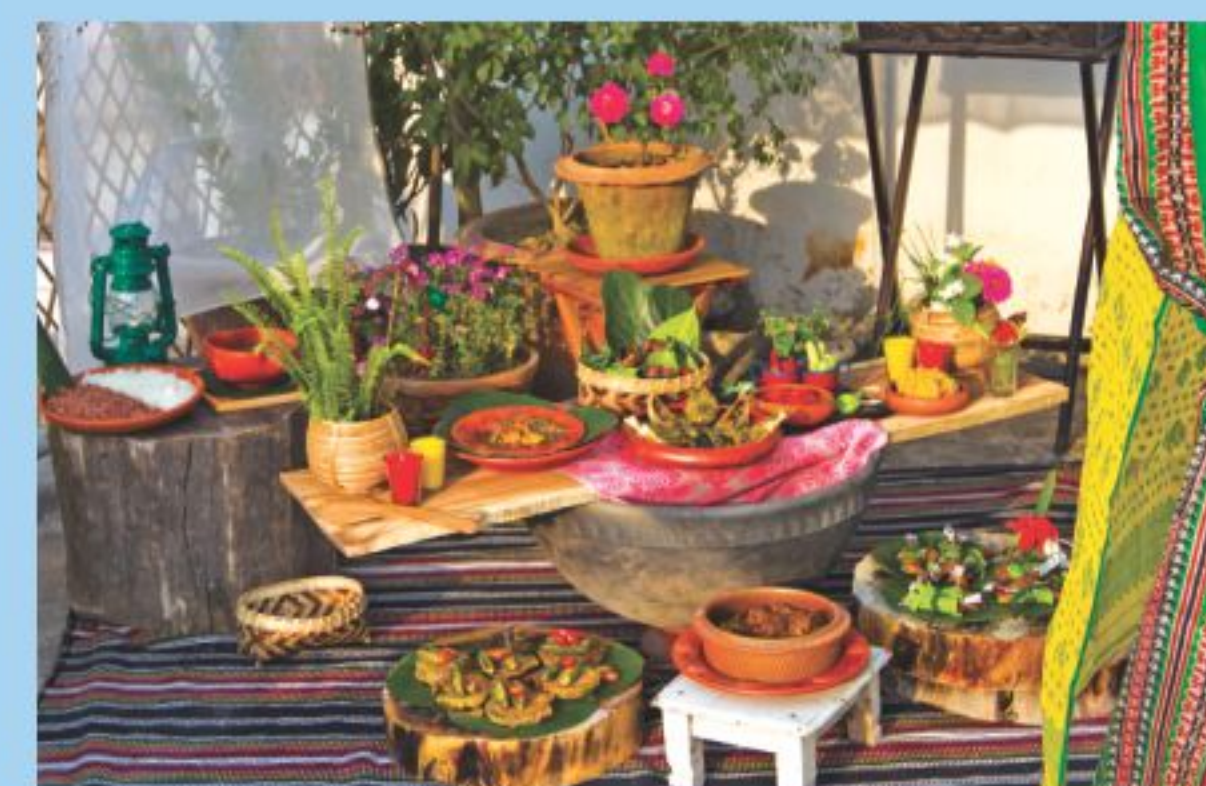
Star Lifestyle grew but there was also

Star Lifestyle hopes to remain at the forefront of trends in the 25 years to come and beyond and remain an integral part of The Daily Star.

As the Daily Star turns 25, Star Lifestyle turns 16 and together the two can be said to have defined the lifestyle of Bangladesh. To say it was an honour to not only witness but be part of the history that was made is quite an understatement. In hindsight, it was not just an honour; somehow we feel it was destiny.

By Osama Rahman

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