

NEWS FLASH

# Ayush-Naksha Biye Utshob A Wedding Festival for All

This year, for the fifth time, Prothom Alo - Naksha organised its annual special event "Ayush-Naksha Biye Utshob" at the Pan Pacific Sonargaon Hotel in Dhaka. The two-day long event kicked off on 20 December, 2018. The closing ceremony consisting of a collection of vivacious cultural performances and a gala fashion show was held at 6.30 PM on the 21 December, 2018 at the Grand Ballroom of the hotel.

The celebrity emcees of the event, Imran Mahmudul and Mumtaheena Chowdhury Toya started the show with their grand entry on a scooty glamorously decorated with flowers. Imran then serenaded Toya with one of his popular tunes, adding a dash of romance to the festive surroundings. Singer Konal warmed up the stage with a lively performance to the upbeat song "Aaj Konnar Biye" up next.

This year, the theme of the event was — 'Biyer Bajar Deshei Koren'. Sumona Sharmin, feature editor of Prothom Alo and Matiur Rahman, editor of Prothom Alo, spoke onstage, encouraged everyone to spread their key message, encourage prospective brides to do their wedding shopping within the country. Later, brand ambassador of Lever Ayush, Mehazabien Chowdhury, Miss Bangladesh Jannatul Ferdous Oishee and Kaniz Almas Khan, stylist and managing director of Persona shared the centre-stage, thus creating an assemblage of beauty and women power.

In the next segment, the winners of a

recent wedding photograph contest organised by Naksha and Lever Ayush were announced; they went home with exciting prizes. The atmosphere was then filled with emotions of joy and inspiration as some of the honourable attendees such as — Afzal Hossain and wife Tazin Halim, and Rubana Huq and other - shared their own



wedding and love stories. The elegant fashion show started off with the children walking the ramp by a



squad of dapper and charming children. The following queues saw models dressed in the most exquisite and traditional brides-

wedding attires. The next segment was the true highlight of the event — a line up of newlywed media star couples! What was even more special was that they were dressed in their very own wedding/engagement attire, making this the most memorable one. Sabnam Faria, Siam Ahmed, Masuma Rahman Nabila, and Bappa Mazumder were the well-known celebrities who participated in this unique line up with their respective spouses.

The magnificent event ended with soulful song performances, followed by a scrumptious dinner filled with 'biye-baari' special food. Azrah Mahmood was the choreographer of the show, while Persona was official makeover and stylist salon for the event.

The fashion houses that added glitz to the event with their marvellous collections were Lubnan, Dressydale, Nabila Boutiques, Tangail Saree Kutir, O2, Benarasi Kuthi, Kanak Jewellery Palace, among others.

Nagorik TV was the media partner of the event and will telecast the show on 29 December, at 10 PM.

By Nafisa Faruque  
 Photo: Prothom Alo/Naksha

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