

Hosts bedazzle in Safiya Sathi outfits

When Bangladesh's glitterati descended upon this year's **Blender's Choice-The Daily Star OTT & Digital Content Awards**, they brought with them an air of sophistication that could rival any international red carpet. Behind the scenes, pulling the strings of this sartorial symphony was none other than Safiya Sathi, whose design house returned as the event's costume partner for the second consecutive year.

This year, Sarah Alam and Shommo Joyti commanded the red-carpet festivities, while Naziba Basher, FS Nayeem, Rafsan Sabab, and Azra Mahmood guided audiences through various segments of the gala event. The red carpet transformed into a runway of



Shommo Joyti



Sarah Alam

in leading it. I received immense support from my team and I am grateful for it."

Known for her signature zardozi ornamentation and bespoke creations, Sathi has carved out a unique niche in Bangladesh's fashion landscape. "We start with a conversation with the client and learn all about their preferences — pattern, cutting, colour, fabric, and everything else needed," she explained. "If they are ever confused, I show them some old designs for inspiration. After the final sketching is approved, we move to the factory where I am constantly present to make sure everything goes just the way my client wants it."

Looking ahead, Sathi envisions a future where established designers



Naziba Basher and FS Nayeem

glam and tradition as the hosts showcased a variety of styles, blending traditional elegance with contemporary flair.

Shommo Joyti in the black suit opted for a classic look with a subtle sheen, a sleek black shirt, and a pocket square, embodying timeless sophistication. FS Nayeem dazzled in a bold burnt orange suit paired with a striking blue shirt and pocket square, exuding confidence and individuality. Naziba Basher in the show-stopping golden one-shoulder gown is a vision of glamour, with shimmering

sequins, a flowing sheer cape, and statement earrings enhancing her bold and dramatic vibe.

Finally, challenging the notion of preferring Western outfits on a red carpet, Sarah Alam went for a red saree. She exuded traditional charm, wearing a rich, vibrant saree with intricate gold embroidery, paired with an elegant updo and understated jewellery for a timeless graceful look. Together, their outfits reflected a perfect mix of modern, bold, and traditional aesthetics, ideal for a glamorous event.

Naziba Basher shared, "Both my experiences with Safiya Sathi have been incredible." She added, "Last year, she draped me in a beautiful purple gown with a trail that was so regal. This year, we planned the outfit from the get-go. From picking out the fabric to discussing the design, we were like a team. When I did the final trial, it felt like I was wearing magic!"

Shommo Joyti brought classic sophistication to life in a black suit that fit like a second skin. "In one word, the

experience was amazing! I never expected my suit to fit me," he laughed, referencing his recent weight loss for an upcoming film. "When the suit fitted me perfectly, it instantly lifted my mood and boosted my confidence. Even the black shirt I donned was recommended by Safiya *apu*. When both *apu* and my mom approved the outfit after the trial, I knew this was it."

Rafsan Sabab cut a dashing figure in a navy blue double-breasted suit paired with a crisp white shirt, while FS Nayeem turned heads in a bold burnt orange ensemble that perfectly straddled the line between classic and contemporary.

For Sathi, the challenge wasn't just about creating stunning outfits — it was about doing so during the bustling wedding season. "We have bindings and constraints, so artists barely get to experiment," she acknowledged. "Since this is wedding season, we had to work swiftly. All of the artistes we designed outfits for, everyone was satisfied with them." Her secret weapon? A dedicated team that takes ownership of their work. "As a female entrepreneur, I never faced difficulties



Safiya Sathi



Hosts of the gala event, Rafsan Sabab, Naziba Basher, Azra Mahmood and FS Nayeem, on the red carpet

continue to evolve with robust teams while welcoming fresh talent to strengthen the industry. Her success at the **Blender's Choice-The Daily Star OTT & Digital Content Awards 2023**, coupled with the rising popularity of the brand, only further highlights her ability to blend traditional craftsmanship with contemporary glamour, creating looks that not only photograph beautifully but also empower their wearers.

By Mahiya Tabassum