



nominations in multiple sessions to ensure a transparent and balanced outcome.

Meanwhile, planning begins for the live show. From finalising performance themes and managing rehearsals to scripting for the hosts, every detail is choreographed for a seamless, high-energy event.

Visual storytelling plays a huge role in the awards' aesthetic. From immersive stage sets and custom-designed costumes to dazzling photo booths and cardboard cutouts of iconic characters, the design team ensures an unforgettable experience for both attendees and viewers.

Abu Albaruni Khan, Senior Manager of Digital Sales & Marketing at The Daily Star, shed light on the behind-the-scenes creativity involved in designing the event's visual identity.

"Every year, we come up with a theme. This time, we've introduced a 3D model set," he explained. "We carefully map out where nominations will be projected, how lighting needs

to be adjusted according to each performance, and present the design to management before going into execution. We also include interactive props—like 360-degree booths and 'glam move' stations—that celebrities love. These also serve as great digital content for social media promotions."

No awards ceremony is complete without a touch of glamour, and the award ceremony are no exception. Each season has seen fashion play a key role in setting the tone. In the inaugural edition, designer Samina Sara dressed the hosts in elegant raven black suits and silver gowns, setting a high standard for red carpet flair.

In season two, Safia Sathi took over the reins of costume design. This time, the red carpet was awash in regal shades of purple. The women dazzled in flaring gowns, while the men looked dapper in sharp black and off-white suits—making the show as much a visual treat as it was a celebration of storytelling.

By the third season, the fashion game had evolved into full-scale experimentation. This time, hosts ditched matching palettes in favour of bold, individual looks. FS Nayeem turned heads in a burnt orange suit, while Rafsan Sabab exuded sophistication in a navy blue double-breasted ensemble. Meanwhile, Naziba Basher stole the spotlight in a shimmering golden one-shoulder gown, complete with a flowing sheer cape—an image of pure red-carpet glamour.

At its core, the **Blenders Choice-The Daily Star OTT & Digital Content Awards** is more than just a night of trophies and applause—it's a movement. A movement that celebrates creativity, encourages innovation, and reaffirms the importance of telling our own stories in our own voices.

By Rakshanda Rahman Misha
Photos: Star and Dream Weaver