

SAFIYA SATHI

becomes a mode of self-expression for the hosts



Safia Sathi

Dhaka's most-anticipated digital night unfolded as each look added to a textured, coherent visual story. For the fourth consecutive year, Safiya Sathi crafted the entire wardrobe for all six hosts of the Blender's Choice- The Daily Star OTT & Digital Content Awards 2024, a house code she first introduced years ago and now wields with confident ease.

"Each edition is a step in continuous improvement," Safia Sathi said. "We began with a signature elegance; today we're bolder, more experimental - anticipating what the hosts need and ensuring the clothes mirror their personalities and achievements." After last year's 'third-year hat-trick' of recognition,

2024 felt like a moment of consolidation and purpose, with a designer steering the image of a live broadcast.

As a designer, Safia Sathi anchored the evening around a modern, OTT-inspired palette - vibrant yet tempered; realised through sleek, future-leaning silhouettes and textures that behave on camera. Fabrics with a subtle sheen and intricate, light-responsive details were chosen to add dimension on livestreams. Embellishments were placed to catch the eye without tipping into visual noise. "It's about looks that are stunning in person and make clean, readable pictures on-screen," Safia explained.

Priyontee Urbee & Partho Sheikh

Priyontee Urbee arrived like a sigh of light: a blush, sequined one-shoulder evening gown. The flowing A-line fell from a cinched waist, its tulle/chiffon layers dusted with scattered sequins and beadwork - a star-mist finish. The asymmetric neckline with an embellished strap framed an intent she'd set from the outset: "I wanted something eye-soothing; nothing loud in colour or makeup."



Priyontee Urbee

PHOTOS: STAR/TMZ