



# Blender's Choice The Daily Star OTT & DIGITAL CONTENT AWARDS 2024

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Partho Sheikh

Partho Sheikh cut an effortlessly magnetic figure in a sand-beige double-breasted suit with wide peak lapels, tailored yet slightly relaxed. A muted shirt and coordinated neutrals let the clean lines carry the look. On the carpet, the pair kept the tone loose. "We didn't script every question," Urbee smiled. "We even opened by asking guests the event's name – just to keep it playful."

#### Naziba Basher & Irfan Sajjad

Naziba Basher describes Safia Sathi as "silent magic – she lets the work speak." Their working cadence is effortless; Basher offers only a brief outline, Safia proposes a direction, and the actress steps back to let the surprise unfold. This year our very own Naziba asked for a "subtle deshi touch" – nothing loud. The creative force behind Safiya Sathi responded with a floral dream of Bangladeshi monsoon: *Shapla* (lotus), *Shiuli* (night jasmine), *Baganbilash* (bougainvillea), *Lebu Pata* (lemon leaves) – motifs arranged with a painter's restraint. Late in the day, Basher wanted a little extra shimmer; the team set stones and slim chains along the shoulder lines, a touch of shine that lets the motif breathe. "Every year since the second edition, she's made me feel like royalty," the actress said. "It's elegant, rooted, unforgettable."

Irfan Sajjad exuded refined confidence in a full-black, double-breasted suit with peak lapels, slightly relaxed; a red patterned open-neck shirt as focal point; sunglasses and black shoes for finish. "Naziba's look was vibrant and floral – if I matched that, we'd lose sync," he said. First time on this stage, the actor refused to pick a single moment. "Every moment was special," he said. "I learned I have a natural skill for direct communication with people."

#### On-stage final hosts: Rafsan Shabab & Afsan Ara Bindu

"We didn't want to transition from one pair of hosts to the next with the usual lull. Usually, when the other pair of hosts leave the stage, the entry of the next two always feels underwhelming," Rafsan explained. This year, Bindu and Rafsan avoided the typical stage entry; instead, they crafted a monologue-meets-rap with a short skit – a clip that later drew more than 4.5 million views online. "The Daily Star team gives us creative freedom – that's why we can push ideas," he added.

For Rafsan Shabab, Safia Sathi is tradition. "This is my fourth time and Safia is my go-to," he said. "She listens, gets your idea, then goes the extra mile to deliver the



Afsan Ara Bindu

exact execution." The professional anchor and creator of "What a Show" opted for a contrast dinner-jacket ensemble, pairing a soft off-white double-breasted blazer with black tailored trousers and an open-neck black shirt – a sharp red-carpet statement without the formality of a full tuxedo. Beyond clothes, Rafsan read the room. "This



Rafsan Shabab

year, recognition widened – first-time nominees, behind-the-scenes artists – makeup, cinematography, sound," he noted. "It tells audiences the whole ecosystem matters, not just the faces."

Afsan Ara Bindu, a designer herself, selected trending plum from this season's colour story. Safia transformed it into a pre-draped saree in satin-crepe, scattered with fine crystal and sequin 'butti'. Bindu had asked for minimal work and light stone on the blouse; the couturier responded with heavier, couture-grade beadwork. "It turned out gorgeous," Bindu said. The silhouette kept the classic pallu but wore with an effortless modernity – an elegant, modern answer to her "girl-next-door" on-screen persona. Mid-process, Bindu also requested longer sleeves with a thicker inner – the atelier adjusted cleanly, maintaining line and movement. "I loved how considerate Safia was and how she validated my ideas. As a fellow designer, I made it a point to respect her creative space and not interfere."

#### The atelier mindset

What the audience didn't see on screen were the lighting tests, fabric trials, walk rehearsals, and a designer recalibrating in real time. Safiya Sathi's biggest evolution from year one to now lies in the confident way the brand commands every detail, showcasing both adaptability and collaboration. "I began by focusing closely on my own vision. Now I keep the conversation open. The best outcomes come when talent and atelier build the look together," shared Safia.

That approach also widened the brand's footprint. The earlier three-peat established its credibility; the fourth year turned it into something coveted – opening doors to new collaborations and giving the Safiya Sathi a stronger hand in setting local trends.

If Safiya Sathi were to return for a fifth season at the Blender's Choice– The Daily Star OTT & Digital Content Awards stage, the direction is already clear. The brand envisions a wardrobe built on sustainable practice, integrating advanced fabrics and meticulously planned methods to reduce fashion's environmental footprint while enhancing its artistry. "I want to surprise everyone; with work that's innovative, responsible and unmistakably ours," noted Safia Sathi.

By Maisha Tasnim Sreshtha



## Blender's Choice Premium Black Tea

