

The Home of *fashion*



ACCESSORIES STORE IN INDIA

1. The emergence and growth of the **ACCESSORIES** Store industry in India are unprecedented as fashion TV is growing.
2. Revenue in the Fashion segment is projected to reach **\$13,160m** in 2020.
3. Revenue is expected to show an annual growth rate (CAGR 2020-2025) of **12.4%**, resulting in a projected market volume of **US\$23,574m** by 2025. With the rise of digitisation among the young population, personal grooming & **personality maintenance** has become very important.
4. One of the key industries riding this tide is the Accessories Store Industry!

FTV ACCESSORIES STORE

1. We at FTV ACCESSORIES Store introduce standardized international ACCESSORIES Store grooming services for Indian citizens.
2. We aspire to become the leader of **LUXURY** Accessories Store business in India providing **WORLD-CLASS** ACCESSORIES collection to our clients.
3. FTV ACCESSORIES Store provides exactly what the customers want:
 - Essential ACCESSORIES Store services at FTV **ACCESSORIES** Store include for- **Hats and Gloves, Wallets, Belts, Bracelets and Key chains, Pouches** and many more unique type of accessories.
 - A diverse array of accessories collection to enhance your personality. Leading to brings out the best in the consumer.
4. FTV ACCESSORIES Store plans to curate the most **PREMIUM** ACCESSORIES Store experience in India.

FTV ACCESSORIES STORE PHILOSOPHY

VISION

To bring India at par with international fashion accessories designing standards and transform it into one of the leading fashion accessories destinations in the world.

MISSION

To present our clientele with 'a sense of exclusiveness', high-quality professionally designed accessories lines as per the **latest fashion trends**.

AIM

To create India's most influential designer fashion brand, FTV Accessories Store, which sets the benchmark for the rest of the fashion accessories industry.

WHY FRANCHISE FTV??

FashionTV / FTV is the World's **LARGEST** Fashion Network!!!

Some FashionTV **KEY FACTS:-**

- **12 Channels of 24 hrs** dedicated to Fashion & Lifestyle channels.
- **23 YEARS** of existence.
- **UHD 4K and 8K** 24 hours channels.
- Available on leading OTT platforms all over the world.
- **100 plus HOURS** of new fashion and lifestyle content every week.
- **2 BILLION** Worldwide Viewers.
- Available on **250 Global Cable Satellites.**
- Presence in **193 COUNTRIES.**
- Reaching **500 Million** Households.

SOME FASHIONTV KEY FACTS

- Viewed on **10 MILLION** Public TV Sets in Public Places.
- **5M** website hits per month.
- FashionTV App gets **500K SUBSCRIBERS** & 35K installation per Month.
- FashionTV YouTube Channel has **65M Views**.
- FashionTV YouTube Channel has **90M** viewership per month.
- **4.5M** plus likes on Facebook.
- **12M** views per week.
- **300K FOLLOWERS** on Instagram
- **125k** Organic Reach per Month.

Backed with Most Viewed, Proven, and Stable HIGH-END Luxury Fashion and Lifestyle Media House | www.fashiontv.com

FashionTV / FTV is truly an "**AUTHORITY IN FASHION**".

FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-Opening Support:

1. Location Analysis and approval.
2. Architect, **DESIGNS**, Layout, Etc.
3. **DIAMOND** Inspired Designs (Walls, Ceilings, Furniture, etc).
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. **STRATEGIC** Planning.
8. Staff extensive Training and execution.
9. FashionTV Billing & Security Platform.

▶ **LAUNCH SUPPORT** ◀

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. **PROMOTIONS.**
4. Cross Marketing.

▶ **POST OPENING SUPPORT** ◀

1. Sales **INCREMENTAL** Strategies.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty MEMBERSHIP programs.
5. Google and Website Listing.

USP'S OF FASHIONTV

8K VIDEO WALL FASHION SHOWS AND VJ

- Projections of FashionTV shows by Top **DESIGNERS**.
- 3D FashionTV "Floor" stunning luxury fashion animations.
- Live FashionTV Channel with FashionTV shows from across the globe.
- A continuous flow of live FashionTV from various Fashion HUBS.
- Promotional Videos of FashionTV **PARTIES** from across the globe.
- Promotional content through **CELEBRITIES** endorsing the brand from across the globe.

USP'S OF FASHIONTV

FashionTV Proprietary PRODUCTS

FTV branded Merchandise like:-

- FashionTV Backpacks
- FashionTV Belts
- FashionTV Wallets
- FashionTV Bags
- FashionTV Scarves & Gloves
- FashionTV Cufflinks

USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Ceilings and walls
- FashionTV Furniture
 - Chairs, Mirrors, Tables
- FashionTV Flyers / Printouts
- FTV Store Uniforms

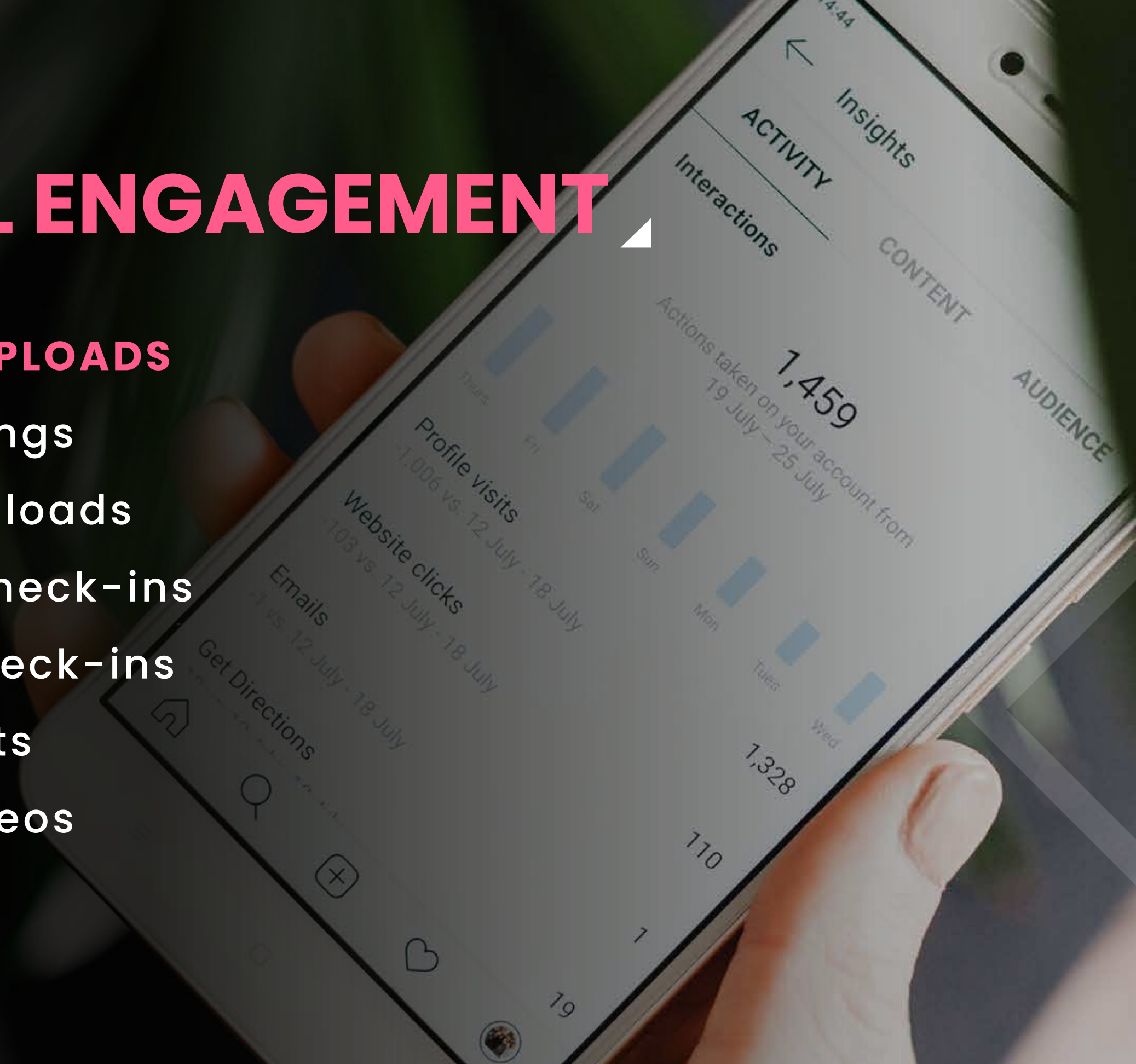
SOCIAL MEDIA MARKETING

Dedicated Social Media Marketing Handles:

- FACEBOOK
- INSTAGRAM

SOCIAL ENGAGEMENT

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's



SOcial ENGAGEMENTS STATISTICS

- 150 New stories (Facebook)
- 200 New Stories (Instagram)
- 50 New Stories (Twitter)

More Than 300 New Stories per day!

Due to FashionTV's brand **POPULARITY** and our customers love to post, like, share, comment, check-in, take pictures, shoot videos, tag, and more in all of our locations!

The social engagement within the **FTV ACCESSORIES STORE'S** network is an exciting average of **300 STORIES** per day – every story is Free – Word of Mouth – Advertisement.

NEW MEDIA STATISTICS

- Facebook: **3,000,000+ FANS**
- FashionTV.com: Average of 500,000 monthly visits.
- FashionTV.com: Average of 1,500,000 monthly imps.
- YouTube Channels: **1,000,000 SUBSCRIBERS**
- YouTube: Average of 15,000,000 monthly views.
- Daily Motion: Average of 500,000 monthly views.

SPONSORED LOCAL LISTINGS

- Facebook Local
- **GOOGLE LOCAL**
- GPS based AD's
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**



FRANCHISE BASIC REQUIREMENTS

1. AAA Location

FashionTV / FTV Accessories Store should be located in a prime **TRIPLE A** location of the city.

2. Strong Financial Backings

All franchisees must be able to show strong **FINANCIAL** Backings to ensure the success of the business.

3. FRANCHISE Fashion Industry Attraction

All franchisees must-have attraction and liking towards the **DESIRED** Industry with a zeal to learn, explore, and strive to succeed.

4. Strong Desire to be more: Rich, Famous & Successful.

FASHIONTV FRANCHISE FINANCIALS

MODULE	STANDARD
Franchise Fee	Rs. 30 Lacs
Area Up to	3000 Sq. Ft.
Outlet Setup	Rs. 1.3 Cr
Royalty	10%
Average ROI in 3 Yrs.	85%

Notes: These are approx. figures based on worldwide stores. The actual cost will vary as per the location. Taxes as applicable. Shop Cost & Working Capital extra on actual.

FASHIONTV ACCESSORIES STORE CONSISTS OF:-

• ACCESSORIES

- LEATHER GOODS

- CUFFLINKS

- BELTS

- POCKET SQUARES

- SOCKS

- SCARVES & GLOVES

- Accessories Fall Winter 2020

- Re-Nylon Accessories

- Hats and gloves

- Wallets

- Belts

- Bracelets and jewellery

- Cardholders

- Key chains and tricks

- Pouches

- Ties and bows

- Scarves and foulards

- Sport accessories

- Socks

- Money clips

- Glasses case

- Pins and cufflinks

- Games

- Home Accessories

And many more!

FTV FRANCHISE BENEFITS

- Association with World's **LARGEST** Fashion Brand
- Great Business Opportunity with **GREATER** Returns
- Develop a huge fruitful circle of a business network
- Become a leader in fashion and lifestyle in your city cream society
- Get to be the next **VIP** jet setter
- Be on the **VIP** list of every Invitee List of your City Events
- Become the respected player in your city fashion industry
- Be seen and surrounded with the who's who of your City
- Meet the most beautiful and **FASHIONABLE** people
- Use the FTV visiting card as your power currency

FASHIONTV FRANCHISE - AN INVITATION...

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you. We also expect our **POTENTIAL** partners to know about international fashion and lifestyle mind-set.

If you find the:-

1. **Basic brand requirements**
2. **FashionTV Facts**
3. **Brand Support**

Exciting and **INTERESTING** enough to partner and associate with us, then for further information and discussion please call / message/email us.

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