

The Home of *fashion*



fashiontv

MADE TO MEASURE IN INDIA

- THE MAJORITY OF INDIAN POPULATION HAS HISTORICALLY BEEN BROUGHT UP ON **TAILORED CLOTHING**
- DUE TO LACK OF SIZE STANDARDIZATION IN APPAREL, THERE WERE FEW READY-TO-WEAR OPTIONS FOR CONSUMERS.
- THEY PREFERRED TO BUY **READY-TO-STITCH FABRIC** AND THEN TAILOR THE GARMENT ACCORDING TO THEIR SIZE.
- WITH THE ENTRY AND EXPANSION OF INTERNATIONAL AND DOMESTIC APPAREL BRANDS, THE RTW SEGMENT INCREASED IN POPULARITY, ESPECIALLY IN **URBAN CENTERS**.
- EVER SINCE, THE SEGMENT HAS **GROWN** RAPIDLY AND OUTPACED THE RTS SEGMENT OF THE APPAREL MARKET.

MADE TO MEASURE IN INDIA

- CURRENTLY, AROUND 80 PER CENT OF THE MARKET COMPRISES **MASS TAILORS**.
- THERE ARE GROWING NUMBERS OF ORGANISED APPAREL BRANDS THAT ARE **OFFERING TAILORING SERVICES** IN THEIR FABRIC RETAIL OUTLETS.
- THE SIZE OF THE INDIAN LUXURY INDUSTRY, WHICH ENCOMPASSES **BESPOKE TAILORING**, IS NOW APPROXIMATELY US\$ 4.3 BILLION, WITH A NEARLY 20–25 PER CENT CONTRIBUTION FROM APPAREL (US\$ 850–1100 MILLION).

FTV MADE TO MEASURE

- FASHION TV MADE TO MEASURE HAS ITS OWN TAILORING FUNCTIONS THAT CATER TO THE REQUIREMENTS OF THE **FASHION-CONSCIOUS ELITE** SECTIONS OF SOCIETY.
- FASHION TV MADE TO MEASURE ENSURES THAT THE TAILORED CLOTHING SUITS THE **PERSONALITY, SOCIAL STATUS** AND **OCCASION** OF THE CLIENT.
- FASHION TV MADE TO MEASURE IS ATOP THE LIST OF **ELITE FASHION SHOPS** IN THE MARKET.
- THERE IS A PREMIUM TAILORING OPTION COMPRISING OF BESPOKE **FASHION** AND **LUXURY**.

FTV MADE TO MEASURE PHILOSOPHY

VISION

TO BUILD LONG-LASTING RELATIONSHIPS WITH OUR CUSTOMERS AND TO BRING OUT THE BEST IN FASHION TAILORING WITH OUR CUSTOMIZED LUXURY FASHION.

MISSION

TO BECOME THE PREFERRED DESTINATION FOR CUSTOM-MADE GARMENTS AND LUXURY FASHION IN INDIA.

AIM

TO IMPROVE THE STANDARD OF LIFESTYLE AND FASHION BY INTRODUCING GLAMOROUS STYLES OF APPAREL IN THE INDIAN MARKET.

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 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 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.
- 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 OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV BRANDED MERCHANDISE LIKE:-

FASHION TV **APPARELS**

FASHION TV **LINGERIE**

FASHION TV **ACCESSORIES**

FASHION TV **ART JEWELLERY**



USP OF FASHIONTV

FASHIONTV UNIQUE **DIAMOND** INSPIRED DESIGN

FASHIONTV CEILINGS AND WALLS
FASHIONTV **UPHOLSTERY** AND TABLES
FASHIONTV FLYERS / PRINTOUTS

 fashiontv

USP OF FASHIONTV

SPECIAL SMALL **EVENTS**

A TEMPORARY FASHION RUNWAY CAN BE PLACED IN THIS LUXURY FASHIONTV FRANCHISE VERTICAL.

- MADE TO MEASURE APPAREL CAN BE SHOWCASED BY DIFFERENT MODELS.
- SPECIAL EVENTS OF OTHER PRODUCTS – **PROMOTIONAL** SHOW.

SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES

• FACEBOOK



• INSTAGRAM



• TWITTER



• YOUTUBE



• LINKEDIN



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 F CAFÉS 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 IMP.**
- **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 CAFE 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 FNB 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
Franchising Fee	Rs. 10 Lacs
Office	800 Sq. Ft.
Outlet Setup	Rs. 50 Lacs
Royalty	5%
Average ROI in 3 Yrs.	65%

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.

FASHION TV MADE TO MEASURE SERVICES.

- TAILORING
- DRESSMAKING
- PATTERN MAKING
- ALTERATIONS
- WEDDING DRESSES
- FASHION SAREES DESIGNING



FTV FRANCHISE BENEFITS:-

- ASSOCIATION WITH WORLD'S **LARGEST** FASHION BRAND
- GREAT BUSINESS OPPORTUNITY WITH **GREATER** RETURNS
- DEVELOP A HUGE FRUITFUL CIRCLE OF 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.

EMAIL ID - **FRANCHISE@FTV.IND.IN**
PHONE - **+91 9833833930**