

The Home of *fashion*

MULTIDESIGNER STORE

FTV MULTIDESIGNER STORE

- ✓ Fashion TV, the global sensation, has yet again ventured into another iconic fashion project, that is, **FTV MULTI DESIGNER STORES**.
- ✓ FTV Multi designer Stores are the go-to place for every fashion enthusiast, having the latest and trendiest apparel from top designers all over the world.
- ✓ From ethnic to western, leisurewear to finery, find everything you're looking for all under one roof at FTV Multi Designer Stores.
- ✓ Moreover, FTV also offers **OUTSTANDING SERVICES** from our fashion experts to assist and guide you to find your perfect fits.

POTENTIAL IN INDIA

- ✓ India has emerged as one of the world's fastest-growing fashion markets over the past few years. It is projected to grow at 15% CAGR till 2022 becoming a **\$102 BILLION** market for apparel, as per a recent report.
- ✓ A large part of the luxury-oriented society in India is always looking out for recognized brands to shop from with a number of luxury brands including Gucci, Chanel and Versace already setting up their roots deep in the Indian market.
- ✓ All of this is due to high **MEDIA EXPOSURE** along with a high disposable income and improved living standards.

FTV MULTIDESIGNER STORE PHILOSOPHY

VISION

To bring India at par with the International Fashion Industry standards by transforming the country into a leading fashion destination that suits and matches the taste and purpose of the elites.

MISSION

To establish a brand recognized for providing the most fashionable, stylish and glamorous garments, becoming the preferred destination for top designer and luxury wear fashion in India.

AIM

To take the fashion and styling standards in India to the next level by bringing latest and trendiest selections of garments under one roof.

WHY FRANCHISE WITH FTV ?

Aside of being the **LARGEST** Fashion TV Network, the reasons are many but some of them are:

- ✓ 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- ✓ **23 GLORIOUS YEARS** of success.
- ✓ 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 visits every month
- ✓ FashionTV app has over 500K subscribers & 35K installations per month.
- ✓ 65M views on FTV youtube channel.
- ✓ 90M subscribers per month on the channel.
- ✓ Facebook garners over 4.5M likes and 12M VIEWS.
- ✓ The number of followers on instagram is over 300K an 125K is organic reach.

FASHIONTV 360 DEGREE FRANCHISE SUPPORT

Pre-Opening Support:

- ✓ Location Analysis and approval.
- ✓ Architect, **DESIGNS**, Layout, Etc.
- ✓ **DIAMOND** Inspired Designs
- ✓ Staff Recruitment.
- ✓ FashionTV Proprietary Products Supply.
- ✓ Other Products and Vendor Tie-ups.
- ✓ **STRATEGIC** Planning.

LAUNCH SUPPORT

- ✓ Planning and Execution.
- ✓ Launch Plan in SMM and PR promotions
- ✓ Cross Marketing.

POST OPENING SUPPORT

- ✓ Audits and Ideas
- ✓ Promotional Offers.
- ✓ FashionTV sponsorship opportunities
- ✓ Google and Website Listing.

USP's OF FASHIONTV

8K Video Wall Fashion Shows and VJ during the event.

- ✓ Projections of FashionTV shows by Top **DESIGNERS**.
- ✓ 3D FashionTV "**FLOOR**", stunning luxury fashion animations.
- ✓ Live FashionTV Channel with shows from across the globe.
- ✓ Promotional Videos of FashionTV PARTIES from across the world.
- ✓ Promotional content through **CELEBRITIES**
- ✓ Endorsing the brand from across the globe.

USP's OF FASHIONTV

FashionTV Proprietary **PRODUCTS**

FTV branded merchandise:

FashionTV beverages

FashionTV apparels

FashionTV lingerie

FashionTV cosmetics

FashionTV accessories

FashionTV art jewellery

FashionTV eyewear

FashionTV footwear

FashionTV bags And more.

USP's OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

FashionTV upholstery

FashionTV **STAGE DESIGN**

FashionTV banners

FashionTV podium

FashionTV **RAMP**

FashionTV lighting

FashionTV stalls

FashionTV flyers/printouts

USP's OF FASHIONTV

SPECIAL EVENTS

A SPECIAL RUNWAY WILL BE PLACED AT ALL EVENTS.

- ✓ Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).

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 social media engagement from our beloved customers and influencers, all the platforms are engaged from every locations.

NEW MEDIA STATISTICS

- ✓ Facebook has over **3,000,000 VIEWS**
- ✓ The fashionTV.com has an average 500,000 monthly visits.
- ✓ The youtube channel has **1,000,000 SUBSCRIBERS** and an average of 15,000,000 monthly views.
- ✓ The video platform DailyMotion has an average of 500,000 monthly views.

SPONSORED LOCAL LISTINGS

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



FRANCHISE BASIC REQUIREMENTS



AAA Location

FashionTV Multi Designer Store Franchises must be situated downtown at high end locales, malls, and commercial shopping areas.



Strong Financial Backings

All franchises must be able to show strong financial backings to ensure the success of the business.



FRANCHISE Industry Attraction.

All franchises must have a strong attraction and liking towards the fashion industry, along with profound knowledge and expertise in the make and take of the business.



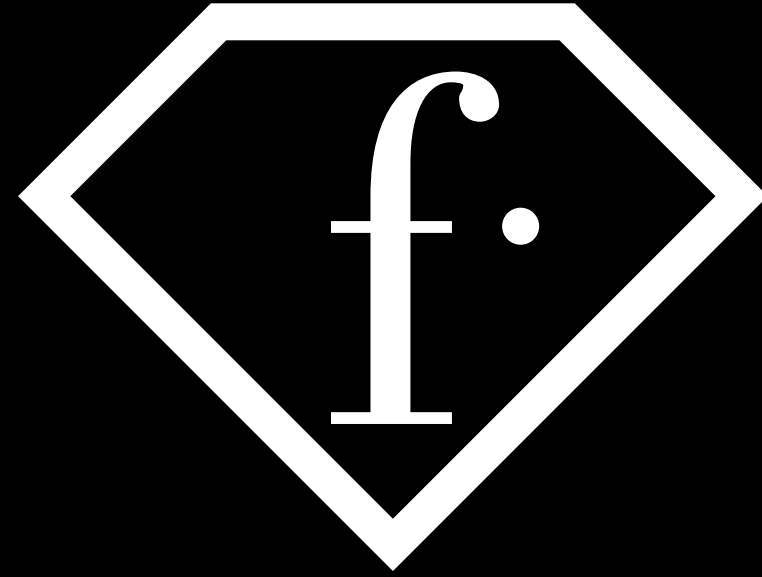
Strong Desire to be more: Rich, Famous & Successful.

FashionTV Franchise Financials

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.

MODULE	STANDARD
Franchising Fee	Rs. 30 Lacs
Carpet Area	3000 sq.ft
Approx. Investment	Rs. 1.5 Crores <small>Does not include shop deposit amount</small>
Royalty	10% on total sales
Average ROI in 3 yrs.	76%



MULTIDESIGNER
STORE