

The Home of *fashion*



DIGITAL
CALENDAR
HUNT

FASHIONTV CALANDAR HUNT

Digital Calendar Hunt In India

- Revenue in the Fashion Industry is expected to show a CAGR of 7.42%, in 2021-2025 resulting in a projected market volume of US\$1,196,777m by 2025.
- Revenue of the market is further projected to reach US\$898,670m in 2021.
- FTV Calendar will be a global fashion sensation as the fashion market in India boasts enormous talent as well as revenue due to:

- **A HIGH EXPOSURE TO SOCIAL MEDIA.**
- **AND GLOBAL FASHION TRENDS.**
- **WILLINGNESS OF THE MASSES TO EXPLORE THE WORLD OF FASHION.**

FTV Digital Calendar Hunt

- FashionTV brings you all the glamour and glitz packed down in our FTV Calendar with the most gorgeous and breathtaking beauties.
- FTV Calendar is a mindblowing collaboration between models, photographers, stylists, and designers as a comprehensive team
- With the scintillating new edition of FTV Calendar, FashionTV is set to weave a tapestry of glamour, beauty and extravagance, bringing you the latest and trendiest fashion trends.
- Moreover, our brand has been known to accelerate the careers of numerous top models around the world and being featured in the FTV Calendar is the only kickstart they need to pursue their dream.

FTV Calendar Hunt Philosophy



VISION

To concoct the most alluring and distinguished fashion calendar of the year featuring the hottest and foxiest models.



MISION

To rummage through the entire nation to showboat the sexiest and choisect models picked by fashion prodigies for the exquisite FTV Calendar.



AIM

To celebrate beauty, fashion and glamour and award the most sensational and deserving models by making them the face of FTV Calendar.

Why Partner With FTV ?

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

- 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.

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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 Event 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.
- Staff extensive Training and execution.



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 FashionTV 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.

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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

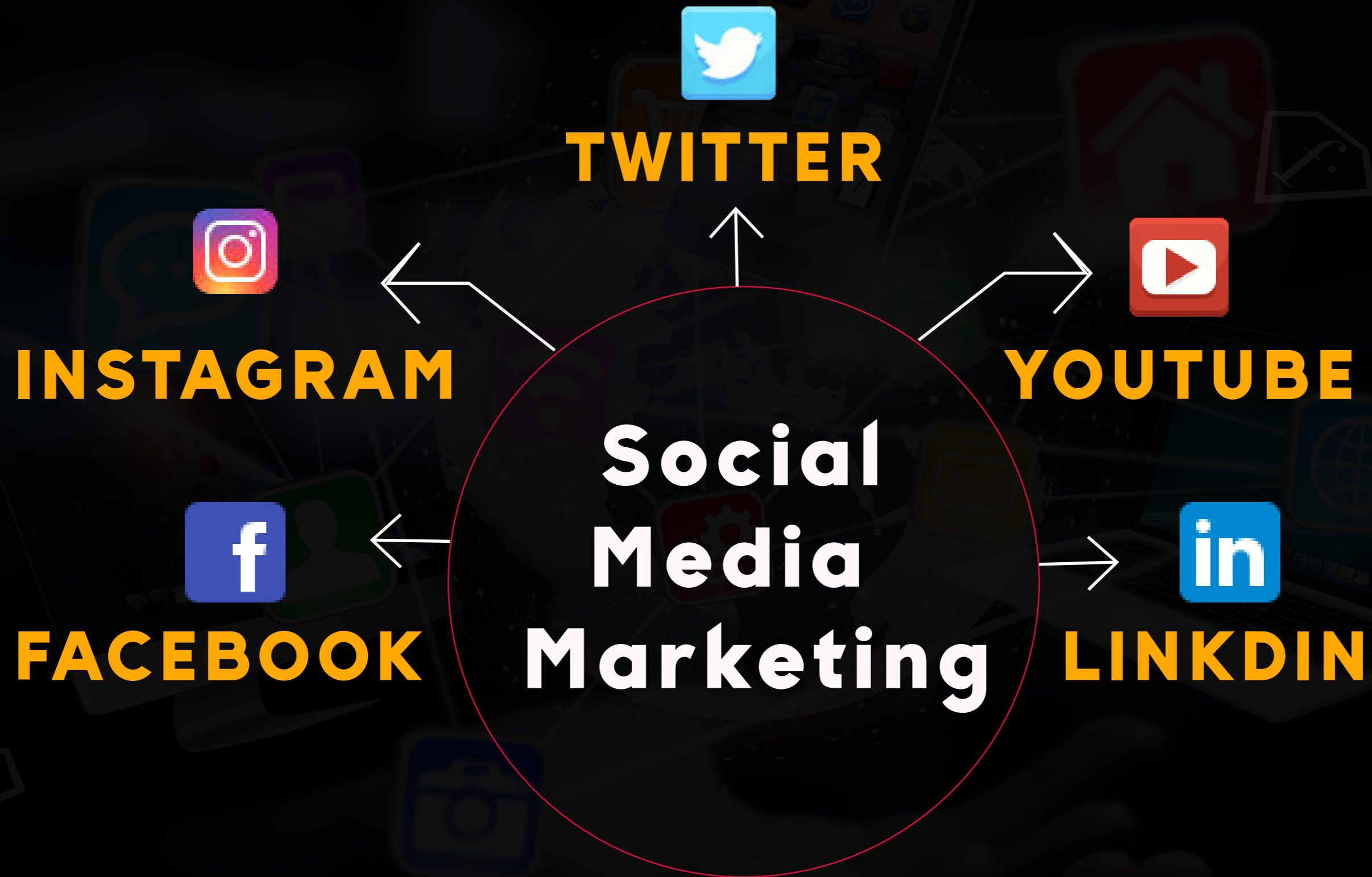
SPECIAL EVENTS.

A SPECIAL RUNWAY WILL 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).



Dedicated Social Media Marketing Handles:



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 ADs
- Facebook ads post and likes campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**

Event Basic Requirements

- **AAA Location**

FTV Calendar shoots will be conducted in the classiest and most exotic and scenic location with breathtaking vista and ambiance.

- **Strong Financial Backings**

All clients aspiring to conduct or be part of the FTV Calendar must be able to show strong financial backings to ensure the success of the event.

- **FRANCHISE FASHION Industry Attraction**

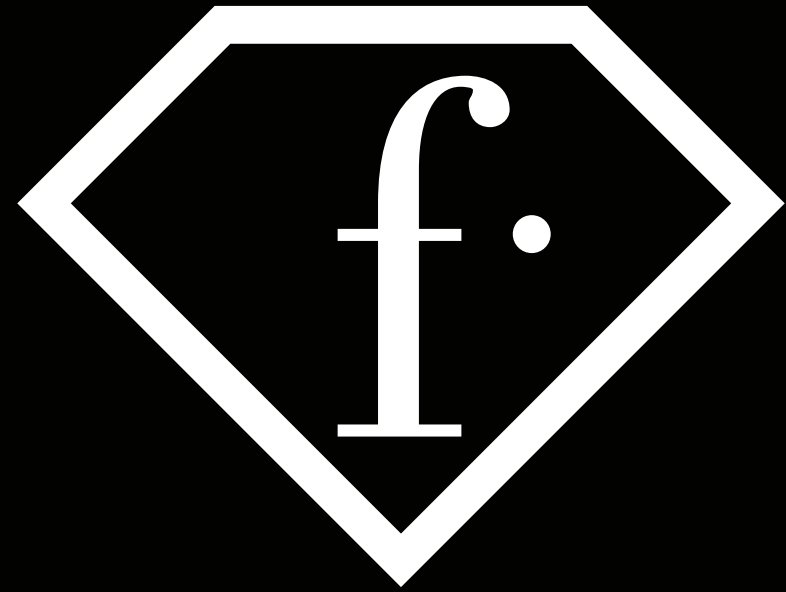
All clients must have an immense love for the fashion industry and must be desirous to hone and inspire fresh talents across the nation.

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

FashionTV Event Financials

EVENT COSTS: 30 LAKHS ONWARDS
TOTAL COSTS: 40 LAKHS ONWARDS

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.



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